

No.  
217  
Sept.  
'80

# VOTE

OUR PRICE  
**75¢**  
CHEAP

# MAD



Jaffee


# ALFRED E. NEUMAN FOR PRESIDENT



**MAD MAGAZINE PRESENTS...**  
**"UP THE ACADEMY"**



A MARVIN WORTH/DANTON RISSNER Production • "UP THE ACADEMY"  
Produced by MARVIN WORTH and DANTON RISSNER • Written by TOM PATCHETT & JAY TARSES  
Executive Producer BERNIE BRILLSTEIN • Directed by ROBERT DOWNEY • PANAVISION®

From Warner Bros.  A Warner Communications Company

© 1970 WARNER BROS. INC. ALL RIGHTS RESERVED



# MAD

"One thing modern science can't seem to get the bugs out of is fresh paint!"

—Alfred E. Neuman

**WILLIAM M. GAINES** publisher **ALBERT B. FELDSTEIN** editor

**JOHN PUTNAM** art director **LEONARD BRENNER** production

**JERRY De FUCCIO, NICK MEGLIN** associate editors

**JACK ALBERT** lawsuits

**GLORIA ORLANDO, CELIA MORELLI,**

**DAVID FRAZIER** subscriptions

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

## DEPARTMENTS

### ANTHEM IS AS ANTHEM DOES DEPARTMENT

MAD's Up-dated Do-it-Yourself "America The Beautiful" ..... 12

### BENT OFFERINGS DEPARTMENT

More Legendary Wire Hangers ..... 30

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Inflation ..... 22

### BLOWING THEIR COVERAGE DEPARTMENT

Examples of Celebrities' High-Value Insurance Policies ..... 27

### CUSTODY'S LAST STAND DEPARTMENT

"Crymore Vs. Crymore" (A MAD Movie Satire) ..... 4

### DON MARTIN DEPARTMENT

One Fine Day In Prehistoric Times ..... 17

One Fine Day In The Middle Ages ..... 32

One Fine Day Only About Two Weeks Ago ..... 42

### FEET ACOMPLI DEPARTMENT

The MAD Soccer Primer ..... 33

### GIVE US THIS DAY OUR DAILY DREAD DEPARTMENT

Horror Movies Based On Everyday Disasters ..... 18

### HE'S A GARNER! DEPARTMENT

"The Crockford Files (A MAD TV Show Satire) ..... 43

### LETTERS DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones ..... \*\*

### OPPOSITES DETRACT DEPARTMENT

The MAD "They" And "You" Book ..... 14

### RETAL-ELATION DEPARTMENT

Just Once... Wouldn't You Like To...? ..... 40

### ROCKIN' THE ROLLERS DEPARTMENT

A MAD Look At Skating ..... 36

\*\*Various Places Around The Magazine

## VITAL FEATURES

**"CRYMORE  
VS.  
CRYMORE"  
(A MAD  
Movie  
Satire)  
Pg. 4**



**HORROR  
MOVIES  
BASED  
ON  
EVERYDAY  
DISASTERS  
Pg. 18**

**BERG'S  
THE  
LIGHTER  
SIDE  
OF  
INFLATION  
Pg. 22**



**LEARN ALL  
ABOUT THE  
GAME WITH  
"THE MAD  
SOCCER  
PRIMER"  
Pg. 33**

**"A MAD  
LOOK AT  
SKATING"  
BY  
SERGIO  
ARAGONES  
Pg. 36**



**"THE  
CROCKFORD  
FILES"  
(A MAD  
TV Show  
Satire)  
Pg. 43**

# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE  
LAST ISSUE AT THE NEWSSTAND?

# SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

**MAD**  
485 MADison Avenue  
New York, N.Y. 10022

I enclose \$12.00\*. Enter my name on  
your subscription list, and mail me  
the next 16 issues of MAD Magazine.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*In Canada, \$13.00 In U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, \$13.00, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

# NOW...FREE!

Yep... most former African Colonies are now free! But, boy, are they in big trouble! Just like we are, trying to sell these idiotic full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid—suitable for framing or wrapping fish. You can't help these emerging nations, but you can help us! Order yours today. Mail: 50¢ for one, \$1.05 for 3, \$2.15 for 9, \$4.35 for 27 or \$9.75 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### BITING REMARKS ABOUT COVER

In respect to your June 1980 cover, as usual, MAD is very accurate. For years, Alfred E. has had his upper LEFT incisor tooth missing. So how come his bitten apple gives the imprint showing his upper RIGHT incisor missing? Maybe the worm had something to do with it?

Eugene V. Manusov, D.D.S.  
Los Angeles, California



### Bad Bite, Lasting Impression

Your apple cover is inaccurate to the core! The imprint on the apple is incorrect because Alf is missing only his upper left front tooth, not his bottom tooth too. So the channel of apple containing the worm is twice as long as it should be.

Mark Giordano  
Dobbs Ferry, N.Y.

### A CROCK O'BLIP NOW

The minute I flipped open the cover and saw your "A Crock O' Blip Now" I knew I had to get it! Mort Drucker is a genius and it seems he has been drawing for you forever. Amazing how his minor, supporting characters are identifiable, even if you don't know their names. Of course, in "Apocalypse," everyone was a minor character.

Johnny Mylar  
San Rafael, Calif.

Mr. Larry Siegel and Mr. Mort Drucker are to be commended for boning Francis Ford Coppola's strange fish of a film. And, MAD merits praise, too, for not sidestepping such a complex screen rigor.

Brian Boru O'Donnell  
Dublin, Ireland

Siegel and Drucker did one (BLIP) of a job!

Stephen B. Dobranski  
Lansdale, Pennsylvania

### SNAPPY ANSWERS JOGGING INCIDENT

I heartily applaud Al Jaffee's "Snappy Answers To Stupid Questions" as regular sequences in MAD. His "Jogging Incident" is a delightful "running gag," and the punchline, "Better you should be a SWIMMER!", may go into perpetuity with MAD fans.

Sheryle Dickerson  
Jamaica, New York

## MAD'S "TV GUIDE" TEXTBOOK

I especially enjoyed "MAD's TV Guide Textbook" however I beg to differ with your facts in "I LOVE LIZZY" under the "Social Studies" section. Elizabeth was *not* the offspring of Henry VIII and his first wife Catherine of Aragon. She was the offspring of Henry VIII and Anne Boleyn, his second wife, who was also the first of his wives to meet with the sharp end of an axe. If we are going to teach history, we must be correct in our facts!

Bonita C. Yarboro  
Brooklyn, New York

Woodbridge and Silverstone apparently flunked "Literature" and "Language." It took Odysseus twenty years to get home, not ten! And, Middle English, not Old English, is spoken in Canterbury Tales!

Amanda Du Boff  
Haverford, Pa.

If we knew history, we wouldn't have suggested a "TV Guide Textbook"—Ed.

The programs in the "MAD TV Guide" were a lot more interesting than the shows in the real TV Guide! Joe Esposito  
Hempstead, N.Y.

### MORE MAD ESP?

Another case of MAD ESP! I noticed that among the list of new shows in TV Guide, there's a new CBS show, "Carlton, Your Doorman." Well, back in MAD #206, in Tom Koch's article "TV Spin-offs Yet To Come," was an improbable spinoff called "Carlton." Koch slated it for CBS, Monday, 11:30 P.M., so he had the time wrong.

Jon Blaine II  
Mesa, Arizona

Sounds like an appropriate time-slot to us! —Ed.

### LIGHTER SIDE OF THE IDIOT BOX

Concerning Dave Berg's "The Lighter Side Of The Idiot Box"... right on! It's high time that someone did such a thorough exposé on America's most obscene obsession. Hopefully, you've motivated more people to the pursuit of more rewarding "vices" such as sex, music, and MAD Magazine!

J. P. Thomas  
Travis AFB, Calif.

### ANOTHER FOLD-IN FAKE-OUT

I read with great glee your "MAD Fold-In" for June '80! After reading the text above the picture, "There are many things on this earth that never should have come into being in the first place. One such thing is with us now, and anyone who has come into contact with it hopes it will soon disappear..." I must admit that I was surprised to see a Susan B. Anthony dollar. I thought for sure it would be the Shah!

Bill Davies  
Davis, Calif.

### WHO NEEDS A MAD NEWSLETTER?

Why would anyone in their right mind start a Fan Club for MAD Magazine? Certainly not for profit! The first issue of "The MAD Newsletter" is already out, containing interviews with all three MAD Editors! For info, send SASE (self-addressed, stamped envelope) to:

Ron Labbe  
MAD Freaks U.S.A.  
16 University Road  
Brookline, Mass. 02146

# BODY CHECK

In a free discussion period in class, we got on the topic of reincarnation. That's the rebirth of the soul in a *new body*. Can you tell us, what would Alfred E. Neuman like to come back as?

Dina Gifford  
Union City, N.J.

As soon as possible!—Ed.

# SIX MINUTES: RETURN OF THE DRAFT

Your "Six Minutes" drift on the draft really *registered* with me!

Joe Stoutenburgh  
Hopkins, Minn.

# DIFF'RENT JOKES

After reading "Diff'rent Jokes," I know we'll never be *short*-changed from total enjoyment by Angelo Torres and Arnie Kogen, who have no *short*-comings in the humor area!

Annette M. Padilla  
San Antonio, Texas

I strongly object to your bevy of "short jokes" in your spoof of "Diff'rent Strokes." And this letter would've gotten to you sooner if only I could've reached the mailbox handle.

C. Myers  
Lafayette, La.

For pure entertainment, Kogen, Torres and Gary Coleman are head and shoulders above the crowd!

Scott Croland  
Glen Rock, N.J.

You guys are really MAD! What makes you think I'm so short?

Gary Coleman  
BIG Star of  
"Diff'rent Strokes"  
Burbank, California



Gary Coleman "Measures Up" To Co-Stars  
Todd Bridges And Dana Plato

Arnut, after cracking your magazine, must feel pretty *tail* now!

Catherine Bernstein  
Bronx, New York

Please Address All Correspondence To:  
MAD, Dept. 217, 485 MADison Avenue  
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!

# TIRED OF THE SAME OLD SONG AND DANCE?

Sick Of Always Being  
WALTZED AROUND?

Disgusted By Those  
Only Out For A Fast  
BUCK AND WING?

Depressed By All The  
Con Men Giving You A  
DOUBLE SHUFFLE?

Dying For A Few Real  
BALLET-LAUGHS?

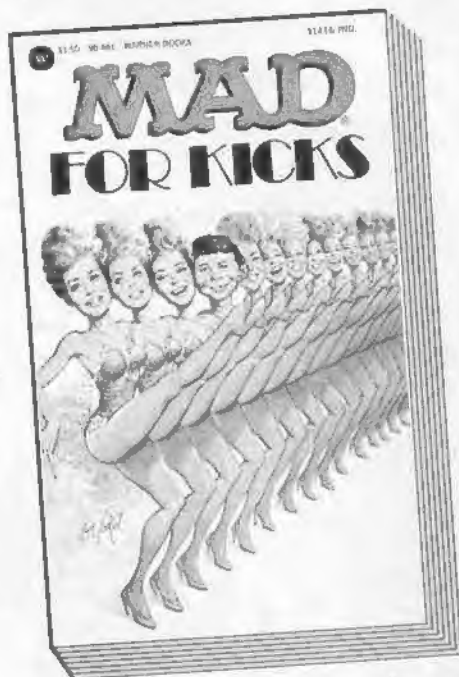
STEP INTO A  
NEW ROUTINE!

Join The Chorus Of High-Stepping  
Clods Who Are Reading

# MAD FOR KICKS

ANOTHER MAD COLLECTION OF IDIOCY FROM THE PAST

On Sale Now At Your Favorite Bookstand—Or Yours By Mail



----- use coupon or duplicate -----

**MAD**

485 MADison Avenue  
New York, N.Y. 10022

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PLEASE SEND ME: ☐ MAD FOR KICKS

ALSO PLEASE SEND ME THE OTHER  
MAD COLLECTIONS I'VE CHECKED:

- ☐ The Bedside MAD
- ☐ Son of MAD
- ☐ The Organization MAD
- ☐ Like MAD
- ☐ The Ides Of MAD
- ☐ Fighting MAD
- ☐ The MAD Frontier
- ☐ MAD in Orbit
- ☐ The Voodoo MAD
- ☐ Greasy MAD Stuff
- ☐ Three Ring MAD
- ☐ Self-Made MAD
- ☐ The MAD Sampler
- ☐ World, World, etc. MAD
- ☐ Raving MAD
- ☐ Boiling MAD

- ☐ Questionable MAD
- ☐ Howling MAD
- ☐ The Indigestible MAD
- ☐ Burning MAD
- ☐ Good 'n' MAD
- ☐ Hopping MAD
- ☐ The Portable MAD
- ☐ MAD Power
- ☐ The Dirty Old MAD
- ☐ Polyunsaturated MAD
- ☐ The Recycled MAD
- ☐ The Non-Violent MAD
- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD

- ☐ Dr. Jekyll & Mr. MAD
- ☐ Steaming MAD
- ☐ MAD at You
- ☐ The Vintage MAD
- ☐ Hooked on MAD
- ☐ The Cuckoo MAD
- ☐ The Medicine MAD
- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Overboard
- ☐ MAD Clowns Around
- ☐ The MAD Treasure Chest
- ☐ MAD Sucks
- ☐ Super MAD
- ☐ The Abominable Snow MAD
- ☐ MAD About The Buoy

On orders outside the U.S.A. be  
sure to add 10% extra. Allow  
least six weeks for delivery.

I ENCLOSE \$1.50 FOR EACH  
(Minimum Order: \$4.50)

We cannot be responsible for cash  
lost or stolen in the Mails. Check  
or Money Order preferred!



# CUSTODY'S LAST STAND DEPT.

So you really think that all we ever satirize are movies that are pretentious or stupid or bombieros, eh? Well . . . HA! We laugh in your freckled faces! HA! There's a picture out now that's a real winner! So does that mean we shouldn't touch it?! Get outta here!! We enjoy a tear-jerker as much as the next person! So here we go with MAD's version of the "Super Sobber Of The Year", mainly...

I haven't seen him in over a year! I never realized that he was so much **SHORTER** than the others his age . . .!

You mean your Son?

No . . . I mean my **HUSBAND!!**



Joanne left Tad because she wanted to find herself . . . and that's okay! But when my Husband's **SECRETARY** went to California to find herself . . . that **REALLY TEED ME OFF!!**

Because my Husband **WENT ALONG** to help her look!

Gee . . . why did **THAT** tee you off?



MY NAME IS **DARTH VADER.**

To get custody of a **six-year-old child** will cost you **\$5000!**

For a **thousand**, I can get you custody of a **nine-year-old ORANGUTANG!!**

Take him to the **PARK** a lot! They love monkey bars!

I can't afford that! What can you do for a **thousand dollars?**

What would I do with an **Orangutang?**



When your Mother and Father got divorced, did you feel bad?

Well, yes and no! I felt bad because the house was emptier . . . but I also felt good because I was finally like all the rest of the kids in my class!

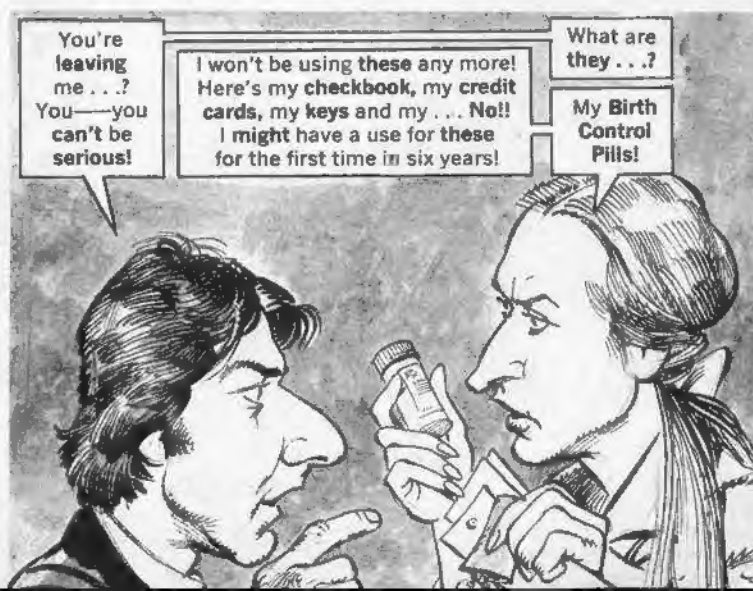
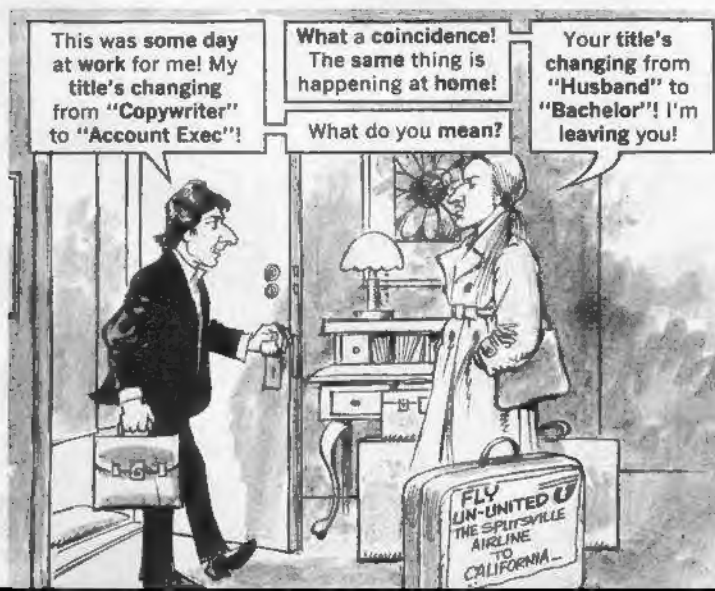
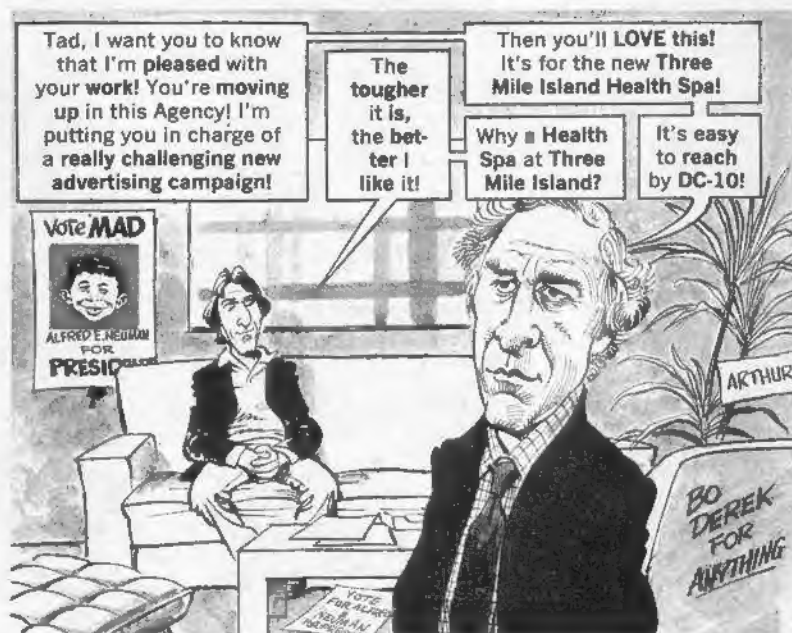


THE DRUCKER

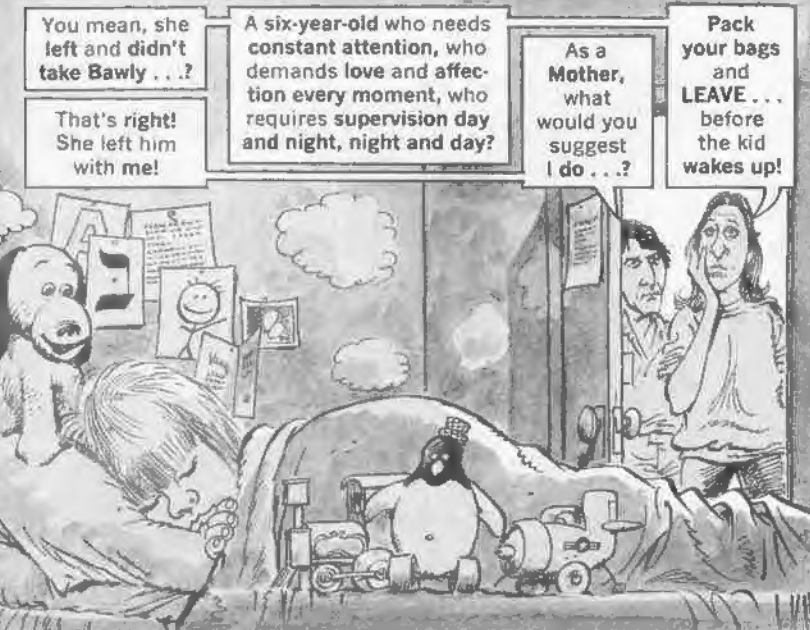
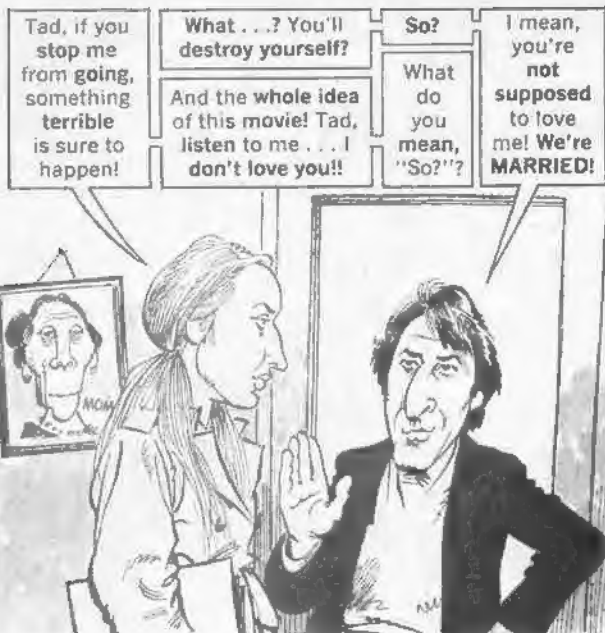
# "Crymore vs. Crymore"

ARTIST: MORT DRUCKER

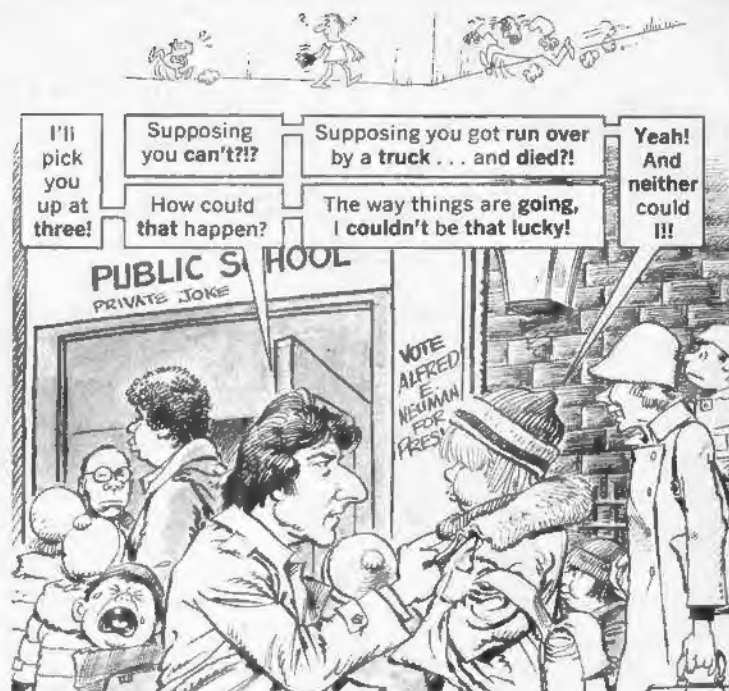
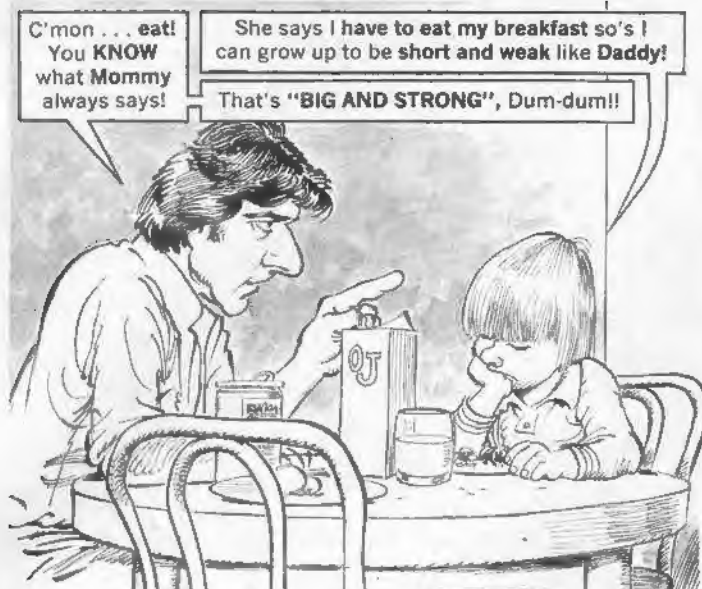
WRITER: STAN HART











Daddy, can I ask you a question?

How come a well-paid Advertising Executive like you can't afford to hire someone to help around the house and pick me up after school?

Strange that you should ask that question!

It's even stranger that our Director didn't!

Sure!

I think your hanging around a six-year-old so much has had an effect on you, Tad!

Why do you say that??

Just a thought!

Well, it's a doody of a thought!!

In answer to your unasked—because you're shy—question, yes, I will!

Yes, you will WHAT...??

Yes, I will have dinner with you! Yes, I will go back to your place for a drink! Yes, I will listen to music with the lights turned down! Yes, I will slip into something more comfortable! Yes, I WILL...!

Somehow, with Women's Sexual Liberation, I get the feeling that I'M not making out... SHE IS!!

YIIPES! Er... uh—seeing me nude like this must be very confusing to a young child like you, huh?

It sure is! I can't figure out how my dopey-looking Daddy gets to score with a "10" like you!!

You've got a great body!

I can do fantastic things with it!

Yeah... like what?

Like making it **DISAPPEAR** for the rest of the movie! I was only in it to liven things up with a sex scene!

Eat your dinner!

No, I won't!

I said eat your dinner!

NO!!

EAT IT, I said!!

No! No! I hate my Daddy! I HATE my Daddy! I wish you were my MOMMY!!

Why do you wish I were your Mommy...?

So YOU would run away and leave me alone!





Daddy, did Mommy run away because I was bad?

Of course not! Don't ever blame yourself, Bawly! She went away because of ME!

That, I CAN understand...

That, I don't understand!

ASK YOUR FATHER

Bawly!! Be careful!! That looks difficult!!

Aww, Daddy... this is the EASY part!!

UP

THIS is the tough part...

**YEOWWWW!**

**THUD**

Why is he running all those blocks to the Hospital?

He thinks he's back making "Marathon Man"!

I'm afraid I'll have to stitch the wound closed!

Don't let him hurt me! Help! DADDY! MOMMY! HELP! HELP!

Hurry, Doctor I can't stand to hear him cry like that...

Listen, I could fix THAT, too!

Easy! I could also stitch his mouth closed!

How...?

If anything happened to me, would you take care of Bawly?

Why ME...?

Because you're a wonderful Mother!

My KIDS don't think I'm such a wonderful Mother!

Come to think of it, they're RIGHT! I mean... you're a wonderful Mother to MY KID! You're HERE more than you're in your own home!

While I was in L.A., I went to a Psychiatrist! I learned a lot!

Oh? Such as...?

I learned that a person, without even knowing it, can do rotten, evil and destructive things to innocent people!

I'm glad you learned that about yourself!

About ME? I learned that about YOU!

Menu Msu

I also learned I have two opposing sides to my nature! One side is very selfish and says, "I want my Son, and I don't care if it costs my ex-Husband a fortune in legal fees, or even if it bankrupts him ... I will HAVE my Son!" And then, there's my generous side ...

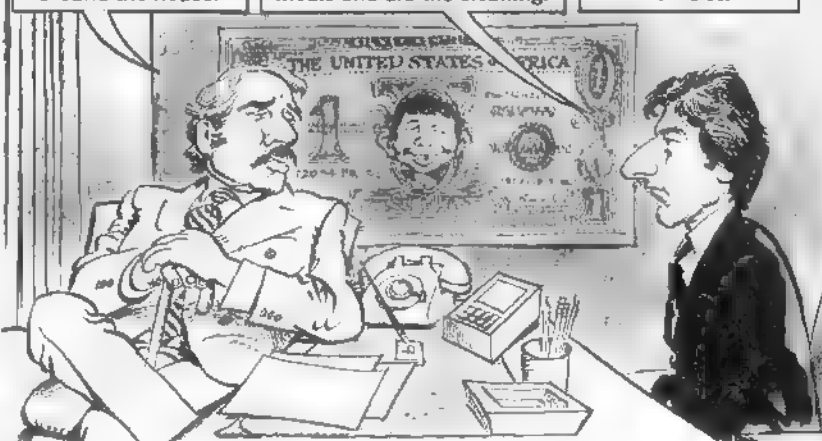
And what does that side say?

That the coffee and Danish are my treat!

We have one chance of keeping Bawly! It all depends on what kind of a Mother Joanne was! What did she do around the house?

Well, she paid the rent, the telephone, the gas and the electric bills! She balanced the checkbook, shopped for food and clothes, made the meals and did the cleaning!

Hmmmm! Not only was she a good Mother to Bawly ... she was also a good Mother to YOU!!



Oh, Tad, I want to say a few things to you! First ... Merry Christmas!!

Anything else? Oh, yes! You're FIRED!!

THAT, I mean! The "Merry Christmas" was cow pies!

Don't worry about it! You'll get over it! Hey, look how fast I got over losing YOU!

Thanks, Chief! Anything else?

Fired ...? You don't mean that!

But if I don't have a job, I'll lose Bawly!!



I got a big problem, Mr. Shanagin! I just lost my job!!

Oh, that's very bad news! Very bad news, indeed!!

You're worried about my ability to support Bawly?

No ... I'm worried about your ability to pay my fee!



I really need this job!

Why did you leave your last position?

There was a conflict of careers! My career as an Account Executive interfered with my career as a Mother ...!

Since my Wife walked out on me, I've had to be both Father and Mother around the house!

Mmmm! That can be very confusing! ...

Especially when I have to LIE and tell myself ... "Not tonight!! I have a HEADACHE!"

How long have you been at your current job?

Six months!!

And how much money do you make?

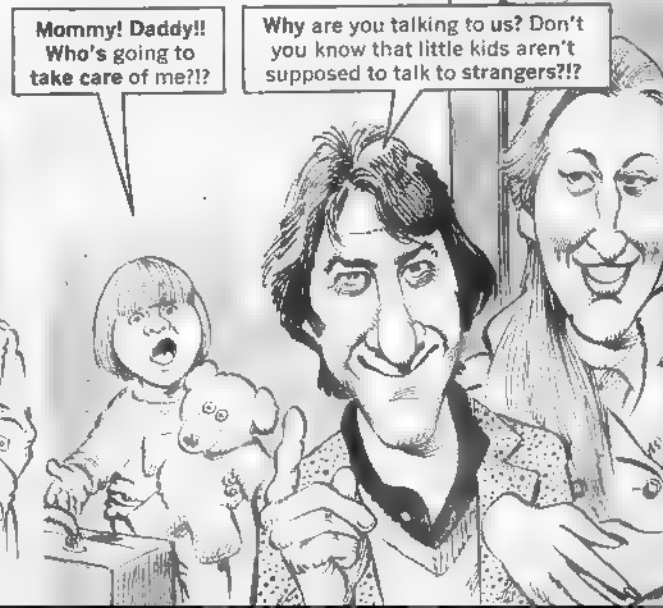
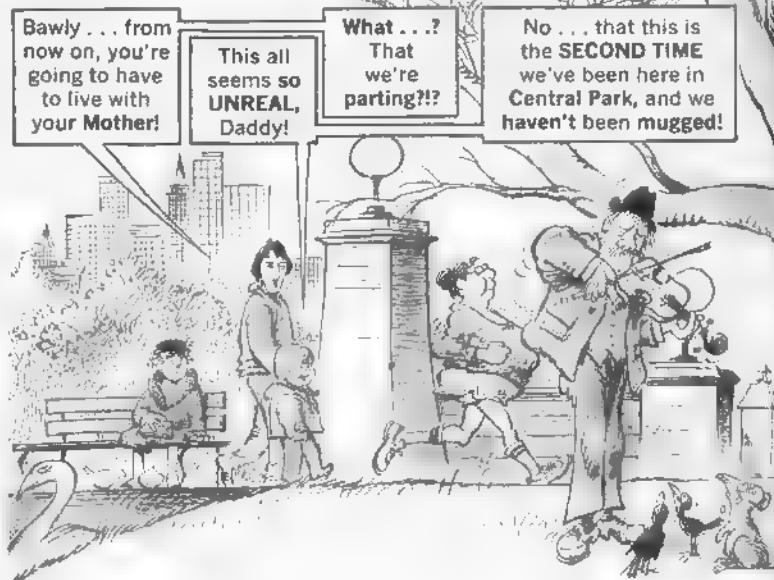
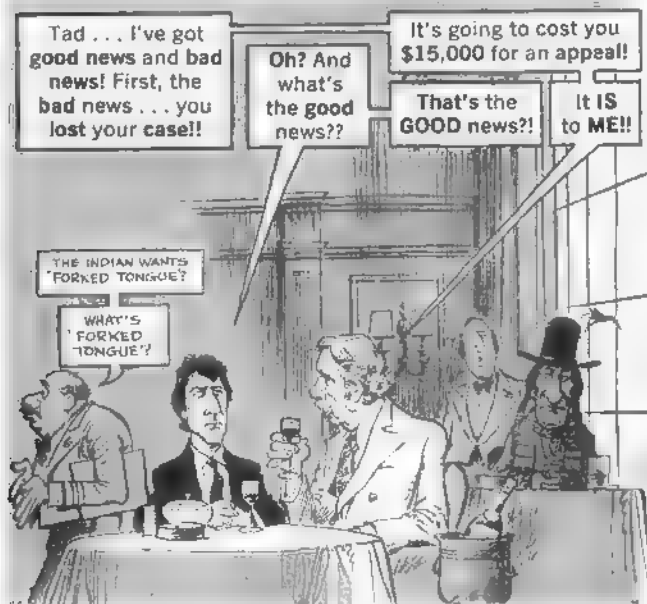
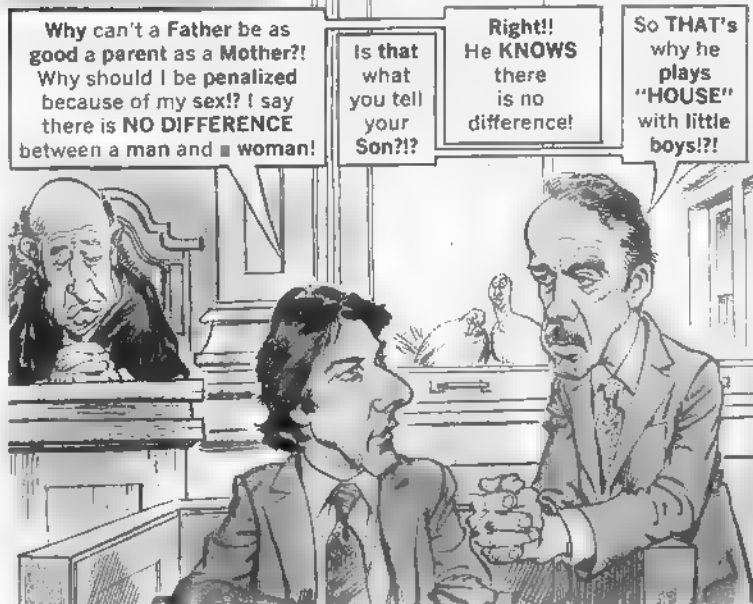
I make \$37,000 a year!

You mean after only six months on a job, you make that much?! Then answer this question: Could you get ME a job there??

Objection! I've already ASKED the witness that question!







**One of the most popular patriotic songs of all times is “America The Beautiful.” Unfortunately, the words are simple and generalized, and have all but lost their meaning in these troublesome times. What we need is a new “America The Beauti-**

**MAD'S UP-DATED RELE  
AMERICA  
THE BEAUTIFUL**

O beautiful for \_\_\_\_\_ ① \_\_\_\_\_,  
 For \_\_\_\_\_ ② \_\_\_\_\_;  
 For \_\_\_\_\_ ③ \_\_\_\_\_,  
 \_\_\_\_\_ ④ \_\_\_\_\_;  
 America! America! God shed His grace on thee;  
 \_\_\_\_\_ ⑤ \_\_\_\_\_  
 \_\_\_\_\_ ⑥ \_\_\_\_\_





ful" that has lyrics appropriate and relevant to the world we live in today. So here's your opportunity to re-write this great hymn. Just fill in the numbered blanks with your choice from the corresponding numbered lists, and you'll have

# VANT, DO-IT-YOURSELF

WRITER: FRANK JACOBS



spacious skies  
smog-filled skies  
greasy fries  
Nixon's lies  
flabby thighs  
loud hi-fi's  
Christmas ties  
rents that rise



amber waves of grain  
tons of rotting grain  
films that dull our brain  
good taste down the drain  
spending that's insane  
snorting bad cocaine  
cars we can't maintain  
Tarzan chasing Jane



purple mountain majesties  
belching smoke from Factories  
nu-clea-r catastrophes  
modern-art monstrosities  
situation comedies  
money-grubbing charities  
over-sized monopolies  
unemployment miseries



above the fruited plain  
which Carter can't explain  
we need like flat champagne  
and shows like "Super Train"  
afflicting us with pain  
and Stassen's last campaign  
from Oregon to Maine  
and debts that still remain



and crown thy good with brotherhood  
we'll bravely guard our Visa Card  
as prices rise, we'll improvise  
we'll do our thing at Burger King  
we'll get our kicks from porno flicks  
we'll cel-e-brate the Welfare State  
with joy we'll bless the I.R.S.  
the end is near, but we'll stay here



from sea to shining sea  
while wasting en-er-gy  
for Donny and Marie  
in-to e-ter-nit-y  
and pray for NBC  
and sing this song off-key  
and play the lot-ter-y  
and live in bank-rupt-cy



**OPPOSITES DETRACT DEPT.**

Many self-help books today teach us that **YOU** are fine, **YOU** are great, **YOU** are wonderful. But what about all the other people in the world? Well, **THEY**, as we all know, leave a lot to be desired. **THEY** are very different from **YOU** . . . as you will discover shortly when you read . . .

# MAD's "TH

ARTIST: PAUL COKER

**THEY**

... are a bunch of "Yes"-men.



**YOU**

... show proper respect to superiors.

**THEY**

... are cheap.



**YOU**

... have learned the value of thrift.

**THEY**

... have lousy taste in clothes.



**YOU**

... believe the "inner you" is more important than surface appearances.

**THEY**

... would con their own Mother for a buck.



**YOU**

... have a keen mind for business.

**THEY**

... are a bunch of neurotics who couldn't cope if it weren't for their "shrinks".



**YOU**

... benefit from professional advice.

**THEY**

... are weak jellyfish who can be talked into anything.



**YOU**

... are flexible.



# “EY” and “YOU” Book

WRITER: FRANK JACOBS

## THEY

... let their kids run wild, like a pack of animals.



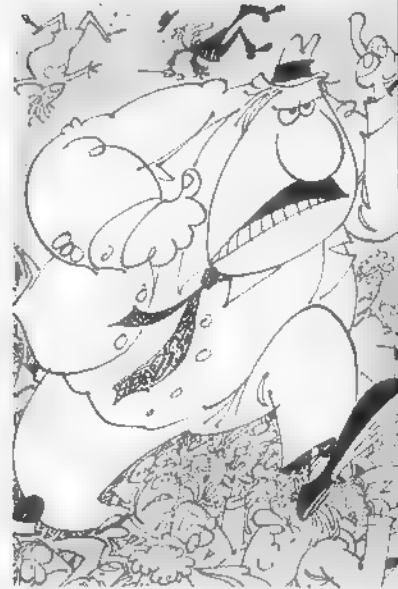
## THEY

... bad-mouth everyone they know.



## THEY

... are pushy.



## YOU

... believe in self-expression for young people.

## YOU

... tell it like it is.

## YOU

... show self assertion.

## THEY

... are a bunch of reactionary squares.



## THEY

... ruthlessly claw their way to the top.



## THEY

... get drunk and embarrass everyone around them.



## YOU

... have a deep regard for tradition.

## YOU

... take advantage of every opportunity.

## YOU

... are the life of the party.

**THEY**  
... are never on time.



**YOU**  
... pride yourself on not  
being run by the clock.

**THEY**  
... can't hold onto a job.



**YOU**  
... enjoy discovering new worlds to conquer.

**THEY**  
... throw their money away, gambling.



**YOU**  
... are intrigued by the laws of probability.

**THEY**  
... are insensitive practical jokers.



**YOU**  
... have a well-rounded sense of humor.

**THEY**  
... can't be trusted to keep a secret.



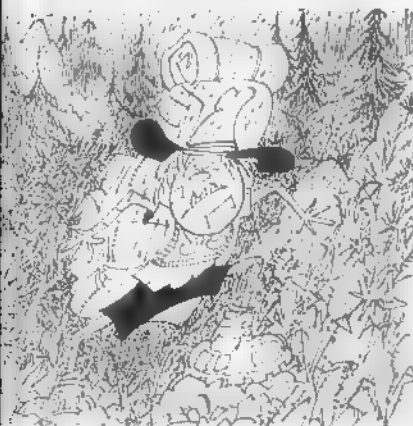
**YOU**  
... believe in open communication.

**THEY**  
... go along with every ridiculous,  
half-baked new fad or craze.



**YOU**  
... are a disciple of the New Age.

**THEY**  
... camp out, get blisters and  
are eaten alive by mosquitos.



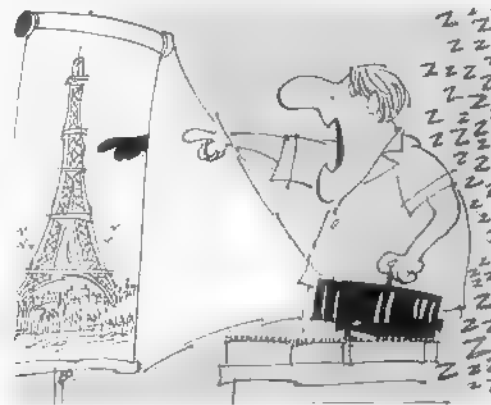
**YOU**  
... enjoy roughing it.

**THEY**  
... are fault-finding nit-pickers.



**YOU**  
... have a good eye for detail.

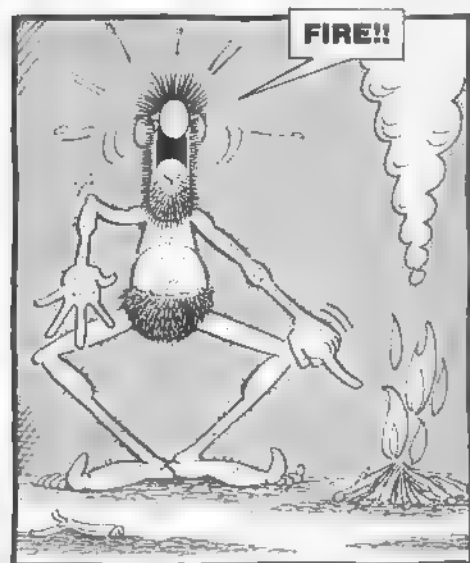
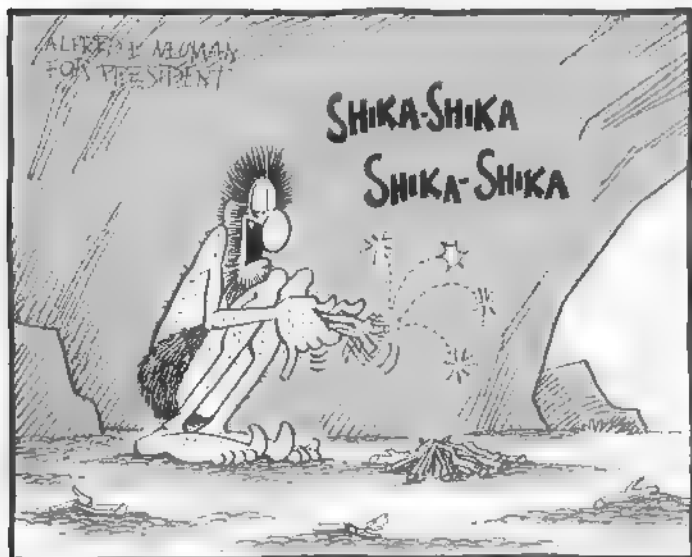
**THEY**  
... bore everyone by showing end-  
less slides of their vacations.



**YOU**  
... enrich your friends by exposing them to  
your discoveries in remote foreign cultures.



# ONE FINE DAY IN PREHISTORIC TIMES



GIVE US THIS DAY OUR DAILY DREAD DEPT.

The popular movies today deal mostly with horrible, terrible, disastrous topics—things like killer

sharks, earthquakes, upside-down ships, giant apes, living dead people, and swarms of insects. All of

# HORROR MOVIES based on

SUDDENLY ... YOUR PEACE AND QUIET IS SHATTERED BY ...

## THE INVASION OF THE TRANSISTOR PEOPLE

Don't Try  
To Escape!  
THEY Won't  
Let You!



STARRING:

Barbra Debbie Janet Helen Pat Dorothy HOWL  
STRIDENT BOOM BLARE TREBLE LOUD LOUDER & Linden

With A Special Guest Appearance By ROCK HUDSON As Gunga DIN

Miss Strident's Wardrobe  
by Bill BLAST

Based On A Story  
By Saul BELLOW

Directed By  
Orson WAILS

Doomed Souls, Trapped In A Terrible Hell With NO END IN SIGHT!!

SEVEN SISTERS PRODUCTIONS PRESENTS

## THE LONG GAS LINE



Starring:

Glenn Chita CHEVY CHEVETTE MERCEDES CADDY MERCURY Deborah  
FORD RIVIERA Chase Mimieux McCambridge Grant Morris & Car

with Maria Alan MOBIL GETTY Vittorio  
SHELL ARCO Mercer Davis & GASMAN Featuring Gregory  
OPEC

Screenplay By  
Mario PEUGEOT

Based On A Speech By  
Abraham LINCOLN

Produced And Directed By  
Carlo PONTIAC

Hear The Hit Song "Tanks For The Memory" Sung By Lou ROLLS



which makes us wonder—Why make movies about such unbelievable things when there are so many every-

day true-life horrors we can really relate to? Let us develop this absurd premise for you with these

# EVERYDAY DISASTERS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

IDEA BY: MICHAEL J. SNIDER

**Their Watchword Is TERROR!  
Their Weapon Is FEAR!!  
Their Target Is YOU!!!**

**RELENTLESS  
CREATURES  
ON THE  
PROWL!**

1040 PRODUCTIONS PRESENT

## THEY CAME FROM THE I.R.S.



starring:

**TAX AUDIT Irene SHECKLES  
Von Sydow Murphy Dun & Green**

with:

**PENNY Mike Myron Lorne  
Marshall NICKELS COIN & GREENBACKS**

Produced by BUCK Henry Directed by David LIEN

Hear The Hit Song "Everything I've Got Is Theirs"

Sung by Johnny CASH

"They've spared no expense!"—Business Week

IT'S BACK... To Torment You...  
Embarrass You... Disgust You!

F. Lee BELLY  
presents

**UNCONTROLLABLE  
CREEPING  
HORROR!**

## THE RETURN OF THE FLAB



STARRING:

Edie	Robert	George	Robert
GOURMET	SNACK	GOBBLE	GULP
Barbara	Ray	Blythe	Regis
HERSHEY	BULGER	DINNER	TUMMY

WITH:

Senta	Oscar	E. G.	Larry
BURGER	WEINER	MORSEL	STARCH

Screenplay	Based On A	Music	Orchestra
by	Story By	By	Conducted By
George	Rex	FATS	Charles
PLUMPTON	STOUT	Waller	MUNCH

"Fills the screen!"—Weight Watcher's Magazine

Human Zombies In A Terrifying World Of Darkness!

PANASONIC PICTURES PRESENTS

# DEATH OF A PICTURE TUBE

THEY CRIED  
FOR HELP—  
BUT COULD  
THEY PAY  
THE PRICE?



Starring:

SONY ☆ G.E. ☆ SYLVANIA ☆ Anna ☆ ZENITH  
Bono ☆ Marshall ☆ Mangano ☆ MAGNAVOX ☆ Bethune

with Don KNOBS Red BUTTONS Lorretta SWITCH

and featuring Adam WESTINGHOUSE as "Black Man"

Screenplay By Gore VIDEO & Truman KAPUT

Based On A Remark By Coco CHANNEL

HE PREYS ON UNSUSPECTING VICTIMS!

RIP OFF PICTURES PRESENTS

# THE REPAIRMAN



Featuring

Vincent ☆ BILL ☆ Meryl ☆ James  
PRICE ☆ Cosby ☆ STEEP ☆ CON

With

Bert PARTS and Rod LABOR

"You'll get a big charge out of it!"

—National Inquirer

It Disappeared Into Space...Never To Return!

# THE LOST FILLING

THE MOST  
DEADLY  
KIND OF  
FALL OUT!



starring: Dick CAVITY ○ Monty HOLE ○ Rita GUM ○ ROOT Gordon ○ Jeff BRIDGE ○ Bucky DENTURE & The N.Y. YANKERS

Screenplay By  
Ogden GNASH

Based On The Book By  
Clare TOOTH LOOSE

From A Remark By  
AL CAPS

Music By  
Gustav MOLAR

"Hard-bitten  
drama that's  
pure gold!"  
—Dental Age

DON'T MISS THE EXCITING OPENING!

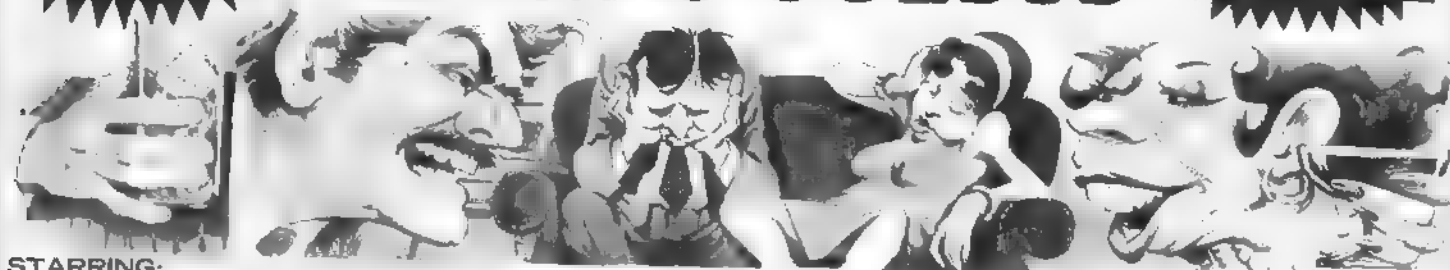


Their Pleasure Is Your Horror! Your Life Will Never Be The Same After ...

CREATURES  
OF THE NIGHT  
WHO PREY  
ON YOU!

# THE DAWN OF THE BORING GUESTS

UNINVITED  
THEY COME!  
UNWANTED  
THEY STAY!



STARRING:

Arlene Michael J. Kier Alain Delores Dom Harry  
**DULL • DULLARD • DULLEA • DULLON • DULL RIO • DULLUISE • DULLEFONTE**

Screenplay By Gore **VIDULL** • Directed by Roy **DULL RUTH** • Produced By Dino **DULLARENTIIS**

You May NEVER Want To Use Your Phone Again  
... After You've Been Put ...

## ON HOLD



Starring:

TONE DIAL CALL RING  
E. Roberts • Waggoner • Malden • O'Starr  
Lucille Ruth WAIT Virginia  
BELL • BUSY • Newton & WAIT

"A film you can really get hung up on!"

—The New York Times

Days Of Agony! Nights Of Torture!

CONGESTED PRODUCTIONS PRESENTS

## the bug that's going around

BRUGGED,  
ACHING  
VICTIMS WITH  
NO RELIEF  
IN SIGHT!

IT INVADERS  
OUR BODIES!  
TAKES OVER  
OUR SYSTEMS!



STARRING:

AIL HOARSE Candy FLU  
MacGraw • Bucholz • BARF • Ferrigno  
Loretta Meryl CHILL Guy  
SWEAT • STREP • Wills • MEDICINE

with a cameo appearance by DRISTAN Hoffman

THIS MOTION PICTURE IS RATED "VIRUS X"

"It'll make you sick to your stomach!" A.M.A. Journal

I just never seem to have enough money nowadays!

There ■ a way to lick that! You have to **HEDGE** against inflation!

Oh? How do you hedge against inflation?

You **INVEST** in things, like houses, property, gold, silver, diamonds, antiques and fine art!

Hey! You are a **FINANCIAL GENIUS**! I'm gonna take your advice! I just have one problem! Since you're so wise in these matters, maybe you can help me out?

Sure thing! What's your problem??

WHERE do I get all the **MONEY** to **HEDGE** with?!

BÉRG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# INF

Cripes, this family's **BUDGET** is a **MESS**!!

I know how to save money! Let's buy a **Washing Machine**!! Then we won't have to spend money on **Laundromats**!

Hey... we bought an **economy car** to save money on our **bus fares**! We bought this house to save money on high **rents**! We bought a **freezer** to save money on our **food bills**...

You didn't answer my question! Can we **BUY** a money-saving **Washing Machine**...?

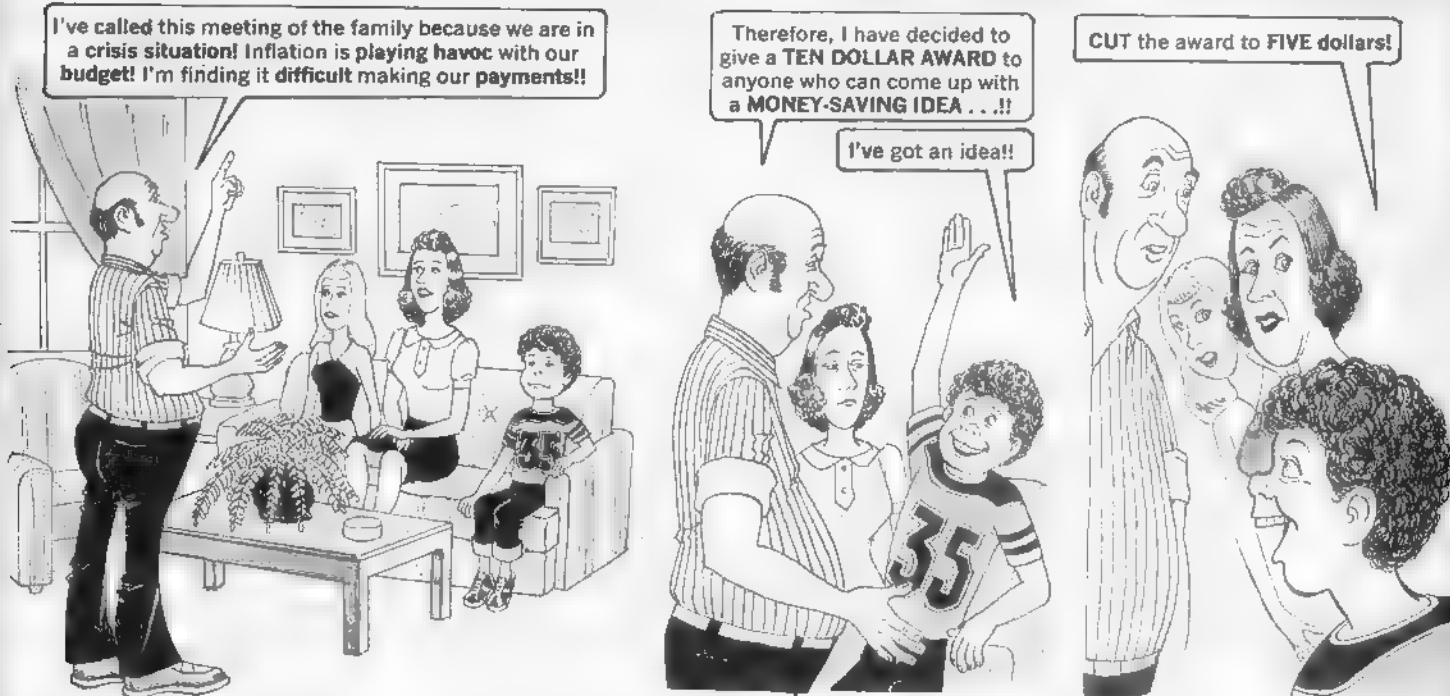
**Absolutely NOT**...!!

We **CAN'T AFFORD** to **SAVE** any more!!



# LATION

ARTIST & WRITER:  
DAVE BERG







Excuse me, Sir! Is this your house?

If you're trying to SELL me anything, forget it! The one thing I DON'T need is MORE expenses!

I'm not trying to sell you anything! I was just looking over your house! I figure it's worth about \$35,000!

Are you kidding?! Inflation has raised its value to \$75,000!!

Why...? You interested in BUYING it?

Heck, no...

I'm the TAX ASSESSOR!!



You never tell me I'm pretty any more!

Why are you bothering me?! Can't you see I'm reading the Financial Page?! I just can't believe how HIGH the price of GOLD has risen in only a year!!

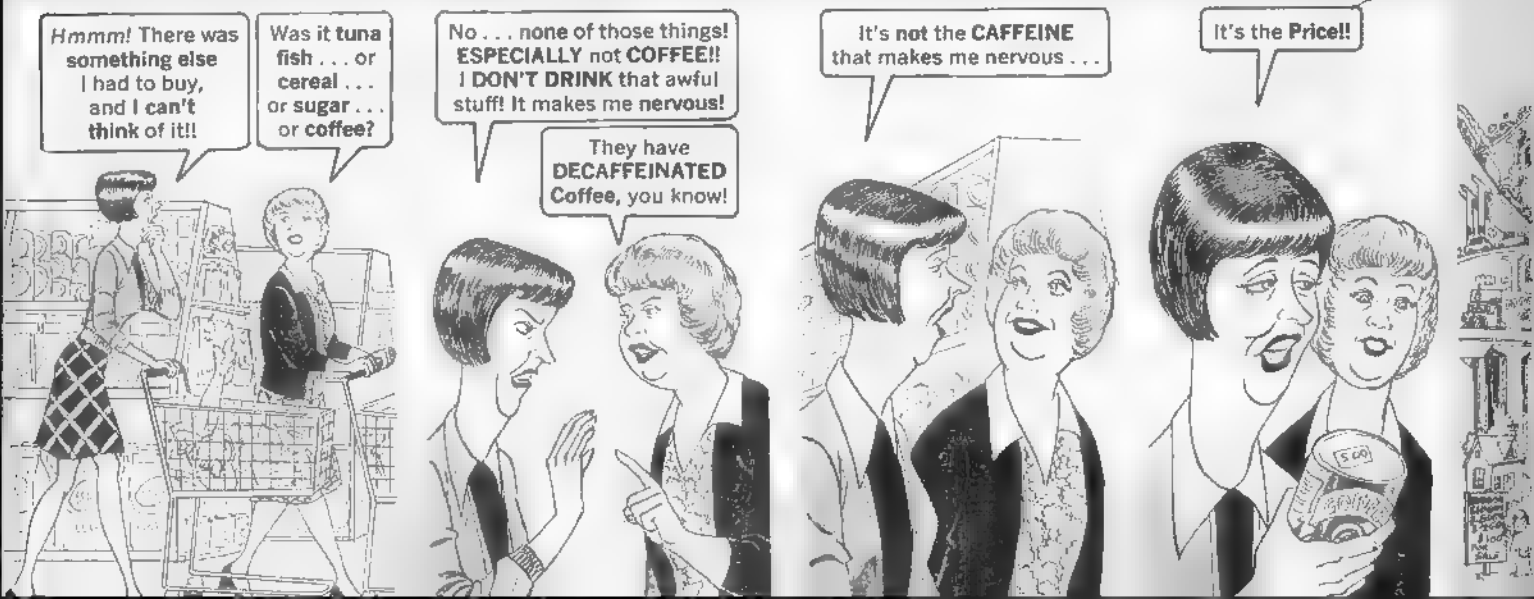
I'm fishing for a compliment, and your head is only into Finances! You won't even LOOK at me!!

Okay, so I'm looking at you! All I can see is that big BILL I had to pay for all your DENTAL WORK with the GOLD IN-LAYS!

There you go... back to Finances again! Can't you even say ONE NICE THING about me...?!!

Sure I can...!!

Baby... you've got a "Million Dollar Smile"!!



Hmmm! There was something else I had to buy, and I can't think of it!!

Was it tuna fish... or cereal... or sugar... or coffee?

No... none of those things! ESPECIALLY not COFFEE!! I DON'T DRINK that awful stuff! It makes me nervous!

They have DECAFFEINATED Coffee, you know!

It's not the CAFFEINE that makes me nervous...

It's the Price!!

You kids don't really **APPRECIATE** what I've **DONE** for you!

What'd you do?

For years, I've worked like a dog ... wheeled and dealt ... planned and maneuvered ... invested ... did without ... and concocted all kinds of brilliant financial deals!

And I **DID** all that so **YOU** kids could have what I **NEVER HAD** ... !!

What was that?

A **FATHER** who's **WAY** **OVER HIS HEAD** IN **DEBT**!



The cost of Heating Oil has gone so high that I've had to put the thermostat way down!

How low did you put the thermostat?

Let me put it this way! Come in for a while—

—but **DON'T** ask me to take your hat and coat!



That kid of mine has no idea of what things **COST** today! I give him his allowance, and he blows it all in one day! Then, he has the nerve to ask me for **MORE**!

Why don't you **TEACH** your child the **VALUE** of a dollar?

I **DID**!! I sat him down ... and I explained all about "**INFLATION**" and everything!

So ... what happened?

**NOW**, he wants me to give him his allowance in **JAPANESE YEN**!!



What's that you're reading?!"  
"PLAYBOY"?! All they show  
is pictures of **NAKED GIRLS**  
... and all they write about  
is **SEX!** It's **DISGUSTING!!**

Why can't you read  
something dignified  
and respectable ...  
like "THE WALL  
STREET JOURNAL"?!

Let me  
see what  
**THEY**  
write  
about!

"OIL COMPANIES' PROFITS  
JUMP BY BILLIONS WHILE  
RAISING GAS PRICES 85%?"!

Oh, wow! Are you kidding?!

That's not only **DISGUST-  
ING** ... it's **OBSCENE!!**

Look at that! In spite of double digit inflation, our  
highways are still crowded with cars! In spite of the  
prices of everything going through the ceiling, our  
supermarkets are still full! In spite of the shrinking  
value of the dollar, people are still living in luxury  
homes with nice furniture and expensive appliances!

Yessiree ... in spite of all  
these problems, the great  
"American High Standard of  
Living" **STILL GOES ON ...!**

Yeah, but only a **FOREIGNER**  
... like an Arab Oil Sheik  
... can **AFFORD IT!!**

Alfred E. Neuman  
for President

What's the mat-  
ter with you?!!  
You look **BEAT!**

That's because  
I'm working on  
**TWO JOBS!**

Are things  
really **THAT**  
**TOUGH??**

You bet!! I have  
trouble just pay-  
ing the **RENT!!**

Especially now that  
I live in a much  
more expensive  
apartment!!

If things are  
so tough,  
why did  
you move?!

**WHO MOVED?!!?**

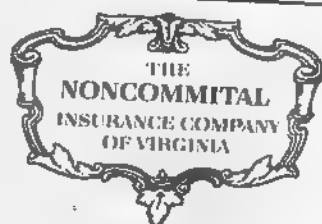
David  
Berg



## BLOWING THEIR COVERAGE DEPT.

Brain Surgeons and Concert Pianists have something in common: "VIH", or "Very Important Hands." And because of this importance to their careers, they usually have their hands insured. But what about other people with special physical characteristics or talents or abilities? Shouldn't they qualify for special coverage, too? We'll show you what we mean with . . .

# SOME MAD EXAMPLES OF CELEBRITIES' HIGH-VALUE INSURANCE POLICIES



## AMBIGUTTY INSURANCE

### INSURED:

Jimmy Carter  
President of the  
United States

### EFFECTIVE DATE:

January 20, 1977

### BENEFICIARY

The Democratic  
National Committee



### WHEREAS . . .

the Insured has attained a recognized ability in the areas of skirting the issues, dodging embarrassing questions and equivocating in general . . . and . . .

### WHEREAS . . .

any loss of the Insured's ambiguity could well cost him a second term as the President of The United States . . .

### THEREFORE . . .

ANY CERTIFIED LOSS OF AMBIGUITY\* SHALL BE COMPENSATED IN ACCORDANCE WITH THE CONDITIONS OF THIS POLICY

\*Including the reduction or complete loss of Insured's capabilities for ducking, avoiding, evading, deferring, delaying, postponing or rescheduling matters of national importance.



## INSURANCE WRITERS FOR SPECIALIZED INTANGIBLES

## PAIN THRESHOLD INSURANCE

### NAME OF INSURED:

Evel Knievel

### DATE OF ISSUE:

November 1, 1977

## LLOYD'S OF WICHITA

... agrees to make monetary compensation for any reduction of pain tolerance or decrease in pain threshold that renders the Insured unable to endure injuries including, but not limited to, those described in the paragraphs below which the Insured might sustain in the course of the pursuit of his normal (?) vocational activities.

- (1) WIPING OUT DURING MOTORCYCLE JUMPS OVER CARS, BUSES, BUILDINGS OR SHARK-INFESTED SWIMMING POOLS.
- (2) PLUNGING, CAREENING, TRIPPING, DIVING OR OTHERWISE FALLING FROM ANY PRECIPICE, AND STRIKING ROCKS, BOULDERS, OUTCROPS, ONLOOKING FANS OR OTHER SIMILAR INANIMATE OBJECTS.
- (3) FAILING TO CLEAR THE GRAND (OR ANY OTHER) CANYON VIA MOTORCYCLE, SKATEBOARD, POGO STICK, POLE VAULT OR ATOMIC-POWERED ROLLER SKATES . . .

PURSUANT TO TERMS AND STIPULATIONS ENUMERATED IN THE FOLLOWING PAGES.



ARTIST: HARRY NORTH, ESQ.

WRITER: DENNIS BNEE



"Insuring Personality Traits  
Of The Eccentric For 75 Years"

## Prissiness Insurance

NAME OF INSURED

Tony Randall

POLICY NUMBER

5 893 76 446

## ENDORSEMENT

Basic indemnities for this policy shall be payable upon receipt of statement by Wife, or Children, or Psychiatrist, that the Insured . . .

### TONY RANDALL

has ceased to demonstrate prissy tendencies for period of one year.

Proof of the Insured's loss of his prissiness, his most identifiable personality trait and his primary asset as a Talk Show Guest, may be challenged, and final determination of claim validity shall be based on behavior exhibited by the Insured on at least one (1) such Talk Show.



ANATOMICAL PARTS  
INSURANCE COMPANY  
OF BEVERLY HILLS

hereby issues

## NOSE INSURANCE

to

Barbra Streisand

POLICY DATE:

May 25, 1967

## EXPLANATION OF COVERAGE

This policy provides guaranteed indemnities in the event of damage or injury . . . and illness or theft of . . . the Insured's famous physical trademark and logo: her proboscis; also known as her nose, schnoz, magnificent beak, horn of plenty, fresh air exchanger, pollen-catcher, great honker, facial divide, Son of Duranle and "Port of 1000 Sneezes."

### ADDENDUM

This policy shall hereby provide Double Indemnity in the event that the nose is forcibly fixed, bobbed or straightened without explicit consent in writing by the Insured.

### NASAL HAIR CONTINGENCY

Due to the extraordinary value of the aforementioned nose, associated nasal hairs shall be included in this coverage pursuant to an accurate inventory of the individual hairs by Prize-Waterhose, Independent accountants.



PEDANTIC OF  
MASSACHUSETTS

"Insurance Underwriters For The Erudite,  
Academician and Most Abstract Concepts"

## VOCABULARY INSURANCE

NAME OF INSURED:

William F. Buckley Jr.

POLICY DATE:

August 16, 1975

### SINCE

the Insured relies upon the range, aptness and total obscurity of his vocabulary to an inordinate degree,

### AND SINCE

any diminution of said vocabulary would be baneful and deleterious to his remunerative public image,

THEREFORE BENEFITS WOULD BE FORTHCOMING IN ANY OR ALL OF THE FOLLOWING CASES:

(1)

If the Insured is forced to consult a lexicon to establish the etymology of any word with less than 4 syllables.

(2)

If the Insured is unable to truncate, vitiate or etiolate tendentious rod-montades by liberal janissaries, or

(3)

If the Insured is unable to grasp any portion of this Insurance Policy without resorting to use of a Dictionary.

THIS POLICY SHOULD BE READ CAREFULLY AND FULLY UNDERSTOOD. FOR ANYONE OTHER THAN THE INSURED, THIS COULD TAKE TIME.



# INCOGNITO MUTUAL OF INDIANA

"America's Least-Known  
Insurance Company"

## ANONYMITY INSURANCE

NAME OF INSURED:

Walter Mondale  
Vice President, U. S. A.

POLICY NUMBER:

820 337 916 8

DATE OF ISSUE:

January 20, 1977

Incognito Mutual Of Indiana hereby certifies that the above named Insured is covered for loss of anonymity resulting from any or all of the following:

- (1) Conspicuous or noteworthy achievement of any kind, in or out of government.
- (2) Accession for any reason to the office of President of the United States.
- (3) Election or appointment to any office (or position) of greater importance or increased visibility, including:
  - (a) School Board Commissioner, Cheyenne, Wyoming
  - (b) Animal Control Officer, Medford, Oregon
  - (c) Building Inspector, Hobbs, New Mexico

Incognito Mutual Of Indiana will consider the Insured to have lost his anonymity when (1) he is no longer sufficiently unknown to qualify for any American Express Commercial, or (2) his children are able to recognize him when they are in need of their allowances or other paternal assistance.



## Issues The Following Accent Insurance To

Charo Gutchy-Gutchy

Policy Number:

567 098 203937576

## CERTIFICATE

This policy provides full coverage against any lapses into correct pronunciation, or loss of accent which may directly or indirectly result in:

- (1) Perceptible decline in her popularity due to loss of her famous "trademark".
- (2) Cancellation of TV shows.
- (3) Being forced to carry on her career in Show Business by relying upon nothing but her God-given talent and ability.

DUE TO RECENT FEDERAL REGULATIONS, THIS POLICY HAS BEEN WRITTEN IN A PLAIN, EASY-TO-UNDERSTAND ENGLISH FOR THE BENEFIT OF THE INSURED. IT IS ALSO AVAILABLE TO HER IN A BEARLY DECYPHERABLE "CUTSEY" ENGLISH WITH APPROPRIATE ACCENT DISTORTIONS.



STOICAL LIFE  
OF CALIFORNIA

Facial  
Immobility  
Insurance

ISSUED TO

Clint Eastwood

POLICY NUMBER

T71 903 562 F1

## ENDORSEMENT

In accordance with the stated terms and listed limitations of this policy,

### STOICAL LIFE OF CALIFORNIA

agrees to pay benefits as stipulated in the event that the Insured, namely

Clint Eastwood

appears in any feature film in which he registers a visible emotion of any kind, thereby ending his streak of 31 starring roles without one clue as to his inner feelings, motivations or reactions to the characters around him.

### DOUBLE INDEMNITY PROVISION

Benefits at twice the basic rate will accrue to the Insured in the extremely unlikely event that he displays two (2) emotions in the same picture.

THIS POLICY SHOULD BE KEPT IN A SAFE PLACE ALONG WITH OTHER DOCUMENTS WHICH MIGHT BE DIFFICULT TO REPLACE . . . SUCH AS FAVORABLE REVIEWS OF THE SAID INSURED'S PAST PERFORMANCES.

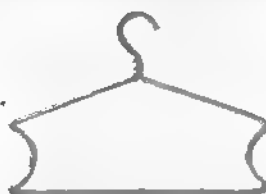




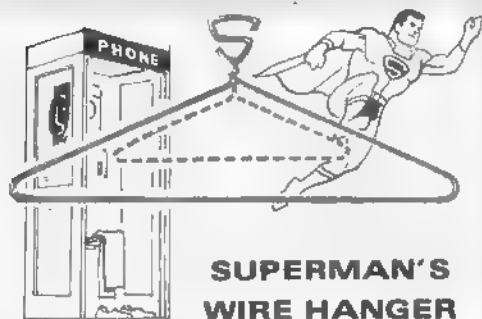
# MORE LEGENDAR



**AHAB'S  
WIRE HANGER**



**VENUS DE MILO'S  
WIRE HANGER**



**SUPERMAN'S  
WIRE HANGER**



**HOUDINI'S WIRE HANGER**



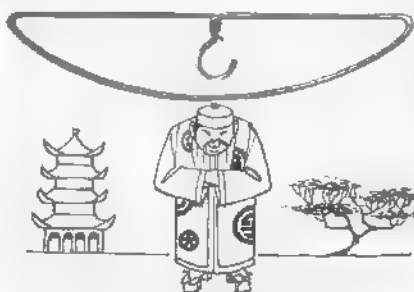
**TWIGGY'S  
WIRE HANGER**



**SIVA'S  
WIRE HANGER**



**LITTLE JACK  
HORNER'S  
WIRE HANGER**



**CONFUCIUS'S  
WIRE HANGER**

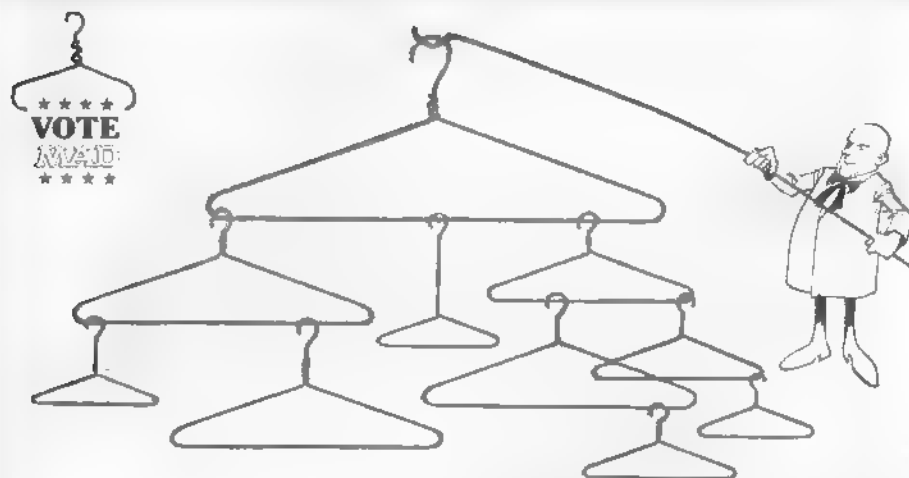


**DEAN MARTIN'S  
WIRE HANGER**

# Y WIRE HANGERS

ARTIST: BOB CLARKE

WRITER: PAUL PETER PORGES WITH JOHN RIOS



**ALEXANDER CALDER'S WIRE HANGER**



**KING DAVID'S WIRE HANGER**



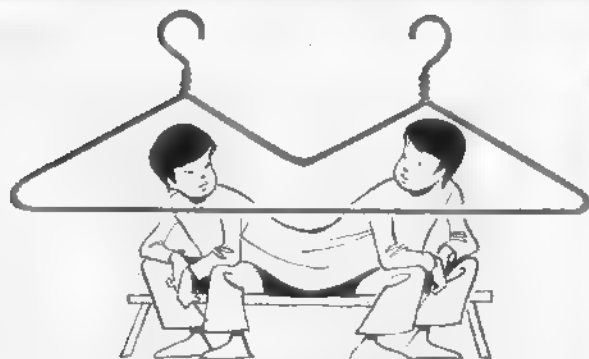
**CHEOPS' WIRE HANGER**



**GLORIA STEINEM'S WIRE HANGER**



**HUMPTY DUMPTY'S WIRE HANGER**

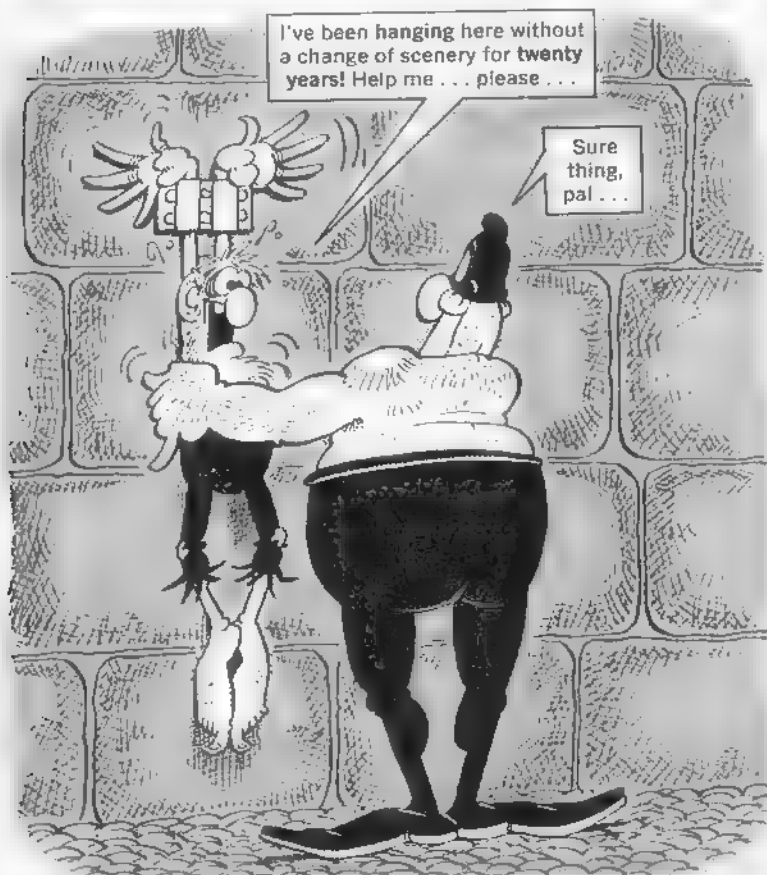
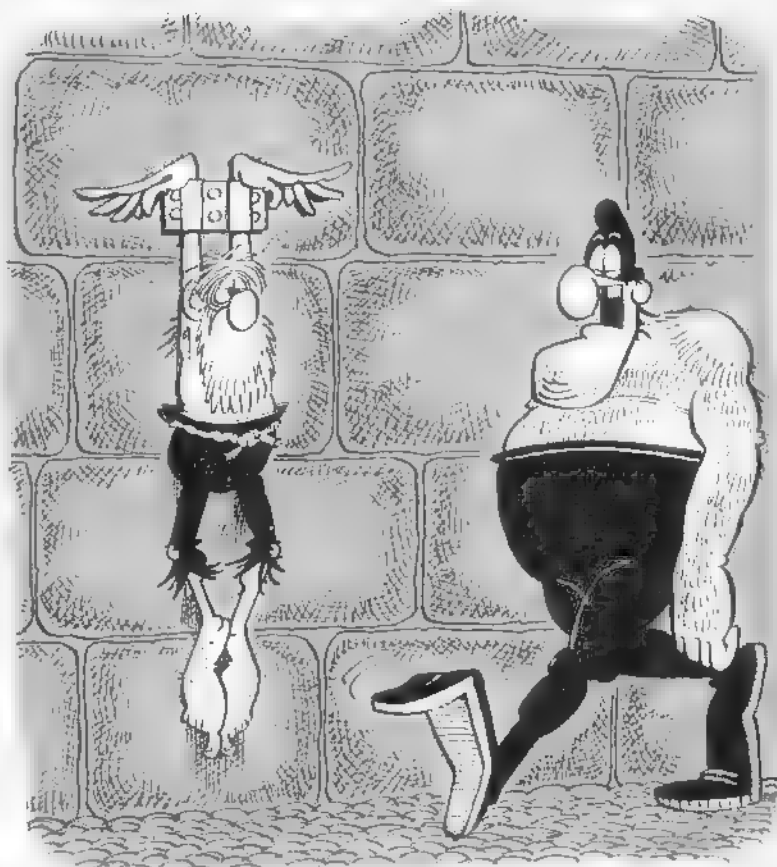
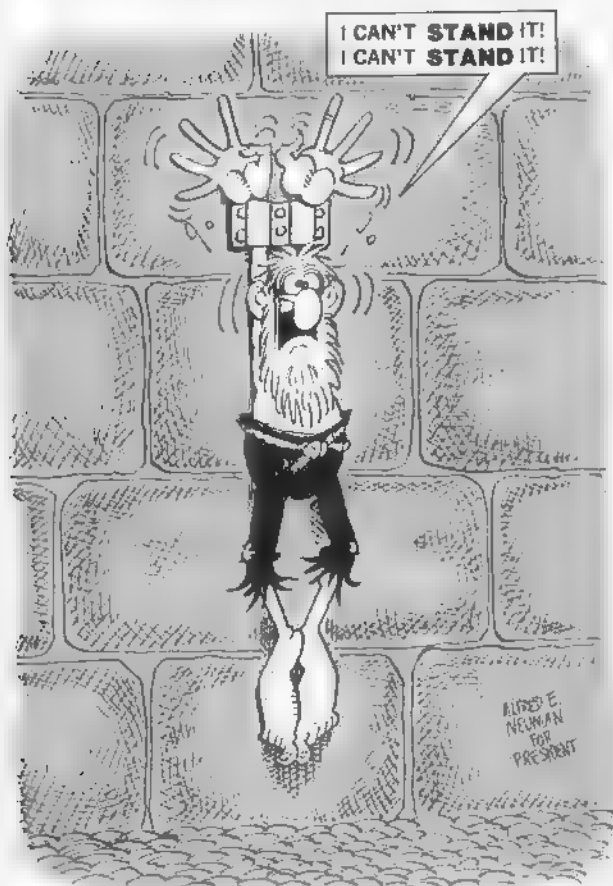


**THE SIAMESE TWINS' WIRE HANGER**



**LIBERACE'S WIRE HANGER**

# ONE FINE DAY IN THE MIDDLE AGES





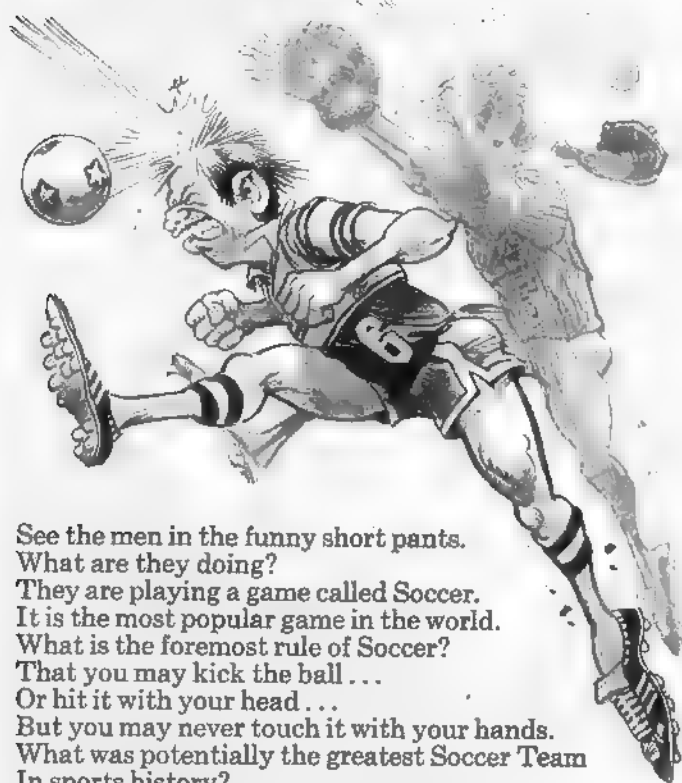
## FEET ACOMPLI DEPT.

One of the newest and fastest-rising sports here in the United States is also one of the oldest and most popular sports in just about every other country in the world. We're referring, of course, to Soccer. Those of you who are familiar with Soccer might as well skip this article . . . because there is nothing in it you don't know! Those of you who are unfamiliar with Soccer might as well skip it, too . . . because there is nothing in it you'll want to know! Which leaves us and the Printer to enjoy . . .



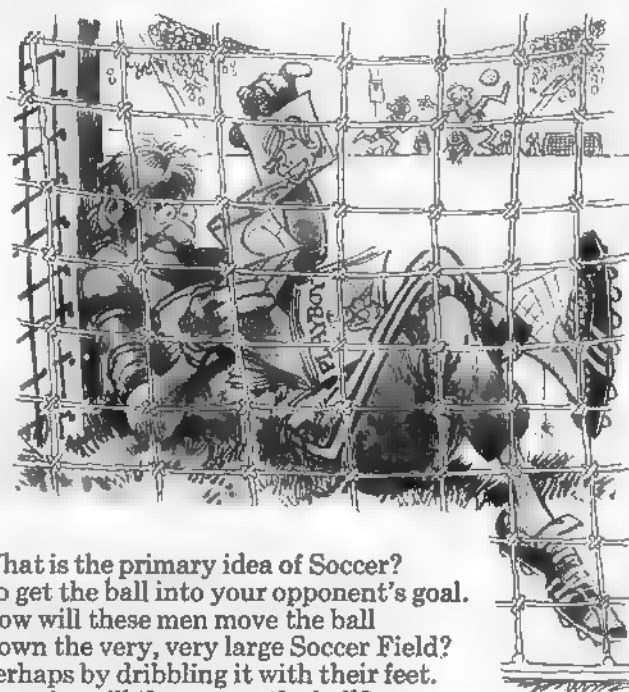
ARTIST: JACK DAVIS  
WRITER: LARRY SIEGEL

## Chapter One



See the men in the funny short pants.  
What are they doing?  
They are playing a game called Soccer.  
It is the most popular game in the world.  
What is the foremost rule of Soccer?  
That you may kick the ball . . .  
Or hit it with your head . . .  
But you may never touch it with your hands.  
What was potentially the greatest Soccer Team  
In sports history?  
Probably the 1979 New York Mets.

## Chapter Two



What is the primary idea of Soccer?  
To get the ball into your opponent's goal.  
How will these men move the ball  
Down the very, very large Soccer Field?  
Perhaps by dribbling it with their feet.  
How else will they move the ball?  
Perhaps by passing it with kicks.  
When do you think one team will get the ball  
Close enough to take a shot at the other goal?  
Perhaps by next Thursday.

## Chapter Three

Alfred E.  
Neuman  
for President

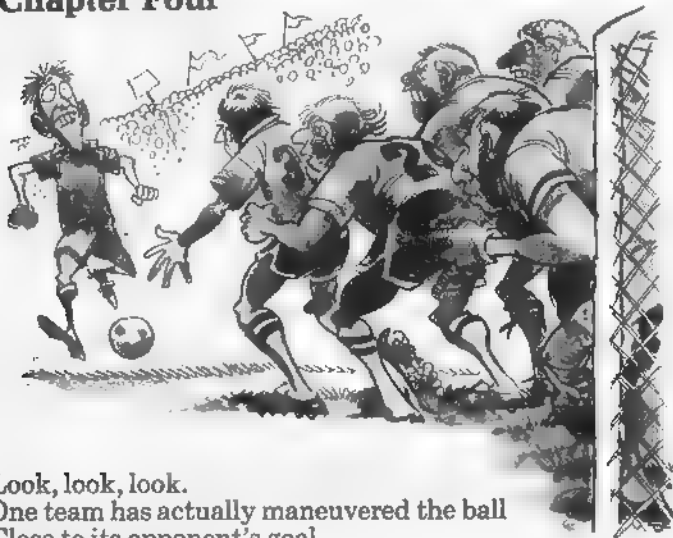


Soccer is considered to be  
The fastest-growing sport in the United States.  
Here we see two typical American Soccer Teams in action.  
There are eleven men on a side in Soccer.  
How can we tell that these 22 players  
Make up two typical American Soccer Teams?  
Because on the field, this is what we see . . .  
(And suppose, instead of saying it,  
We sing it . . .)

Six Germans running,  
Five Ar-gen-tines.  
Four Spanish Backs,  
Three French men,  
Two Turkish Wings,  
And a pair o-of Polish Goal-ies!  
How come there are no Canadians playing American Soccer?  
Because they are busy in Chicago and Boston and Detroit  
Playing American Hockey!

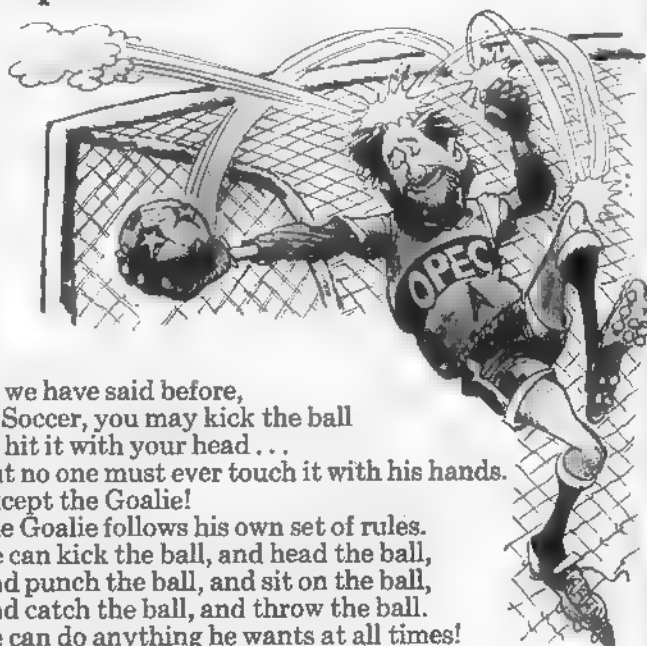


## Chapter Four



Look, look, look.  
One team has actually maneuvered the ball  
Close to its opponent's goal.  
Isn't it exciting?  
This the first time it has happened today.  
And they have only been playing for 78 minutes!  
Now, all they have to do is penetrate a defensive wall  
Of two Center-Backs, a Right-Back, and a Left-Back . . .  
Not to mention the Goalie . . .  
And they might get a shot at the goal.  
What are the chances of scoring in Soccer?  
About the same as Truman Capote's chances of scoring  
At the office Christmas Party of Cosmopolitan Magazine.

## Chapter Five



As we have said before,  
In Soccer, you may kick the ball  
Or hit it with your head . . .  
But no one must ever touch it with his hands.  
Except the Goalie!  
The Goalie follows his own set of rules.  
He can kick the ball, and head the ball,  
And punch the ball, and sit on the ball,  
And catch the ball, and throw the ball.  
He can do anything he wants at all times!  
He even wears a different-colored jersey  
Than his team-mates.  
The Goalie is a very important and powerful person.  
What will this Goalie do when he retires from Soccer?  
Either become the Dictator of a South American country  
Or Chairman of OPEC.

## Chapter Six



See the crowd watching an American Soccer game.  
A Soccer crowd is a lot like the United Nations.

Why is that?

Because it is comprised of people  
Of all different nationalities?

Partly . . .

But also because they make a lot of noise  
And they usually accomplish nothing.

South Americans are fascinated  
By the teamwork in Soccer.

Europeans are fascinated  
By its finesse.

Asians are fascinated

By its competitive spirit.

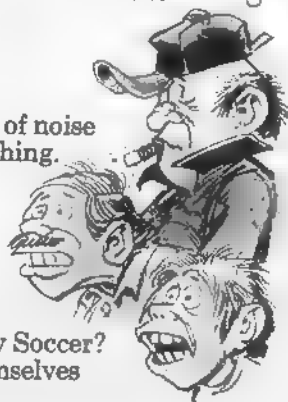
Why are Americans fascinated by Soccer?

Because they want to see for themselves

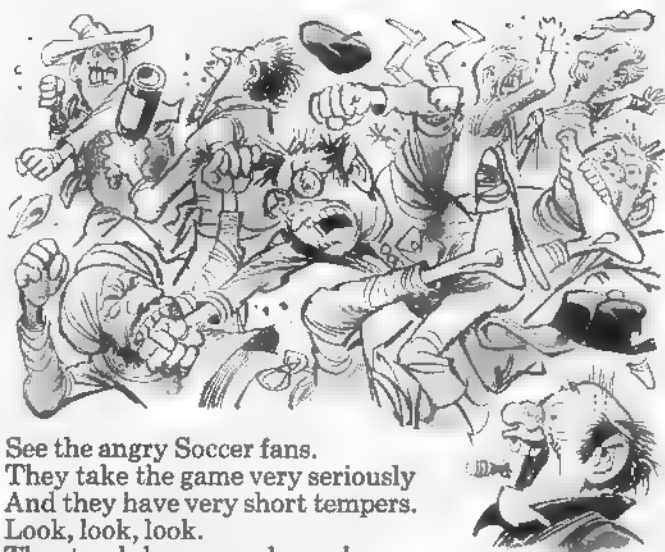
If it's true that Soccer

Is the only sport ever created

That is more boring than Baseball.



## Chapter Seven



See the angry Soccer fans.

They take the game very seriously  
And they have very short tempers.

Look, look, look.

The stands have gone berserk.

The Italian fans are beating up on the British fans.

The Brazilian fans are belting the Portuguese fans.

The Indonesian fans are pounding the Egyptian fans.

Isn't this dreadful? !

Isn't it inexcusable? !

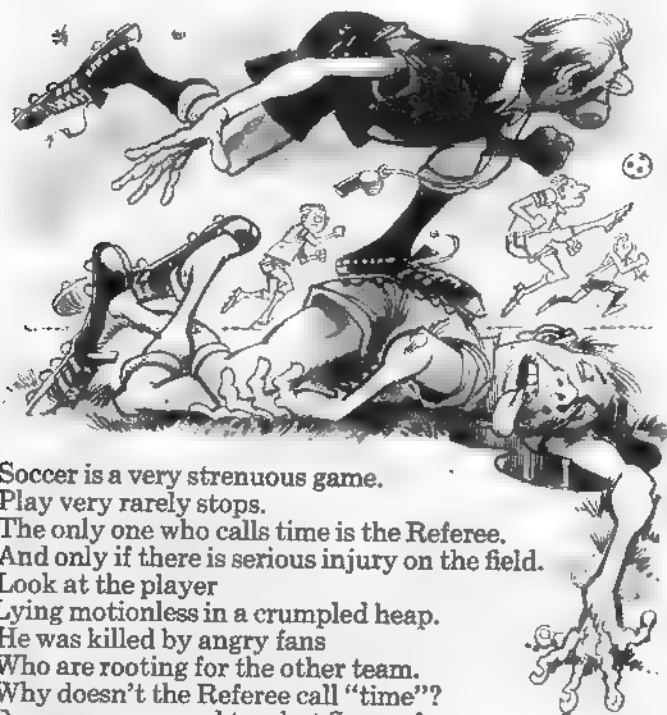
It sure is! !

Don't they realize that

Because of this terrible racket they're making,

They just woke up the American fans? !

## Chapter Eight



Soccer is a very strenuous game.

Play very rarely stops.

The only one who calls time is the Referee.

And only if there is serious injury on the field.

Look at the player

Lying motionless in a crumpled heap.

He was killed by angry fans

Who are rooting for the other team.

Why doesn't the Referee call "time"?

Because, compared to what Soccer fans

Usually do to rival players,

Death is not considered a serious injury.

## Chapter Nine

VOTE



MAD



Soccer is a very democratic sport.

Almost anybody can play it.

Weight and height are unimportant.

See that 14-year-old boy?

He is only 4-feet, 11 inches tall.

He doesn't have to grow up to be 7 feet tall

So he can look like Bill Walton

And play Professional Basketball.

Instead, he can grow up to be only 5 feet 8 inches tall

And look like Pelé

And play Professional Soccer.

But supposing he doesn't grow up at all! ?

That's okay, too.

He can always look like Paul Williams

And write songs.

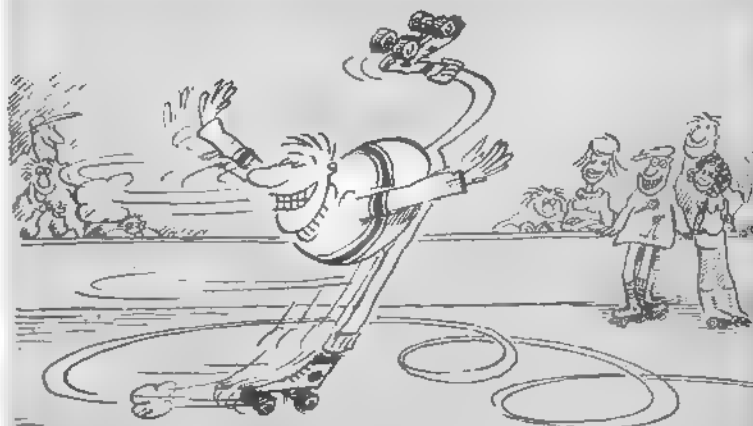
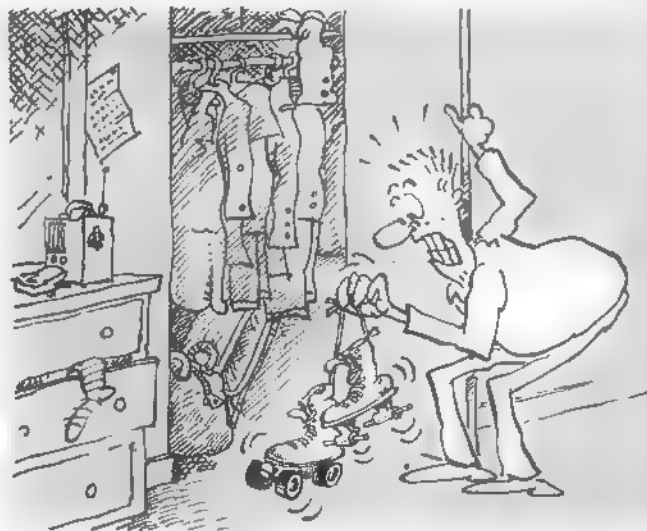
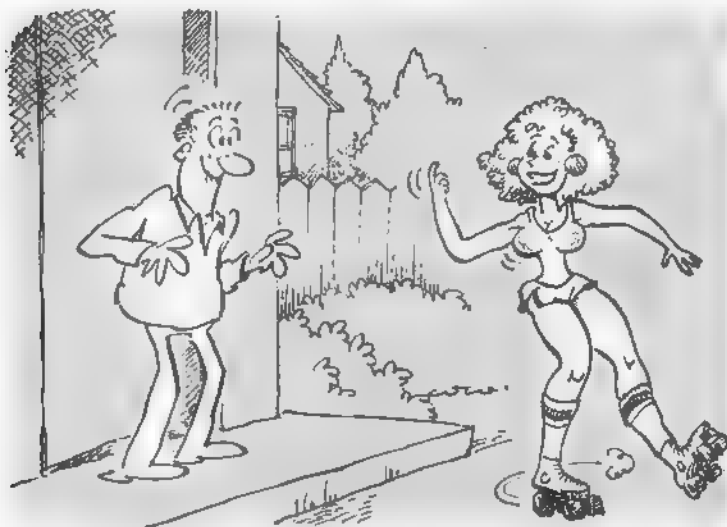
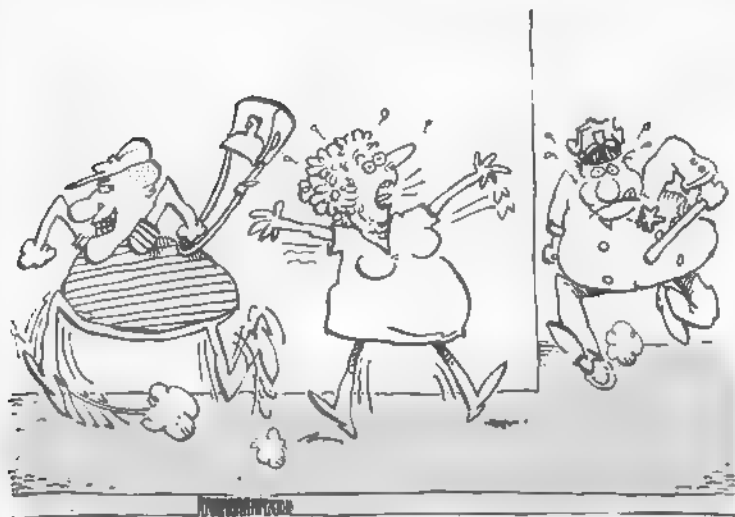
Come to think of it,

Who needs Soccer? ! ?





# A MAD LOOK AT...

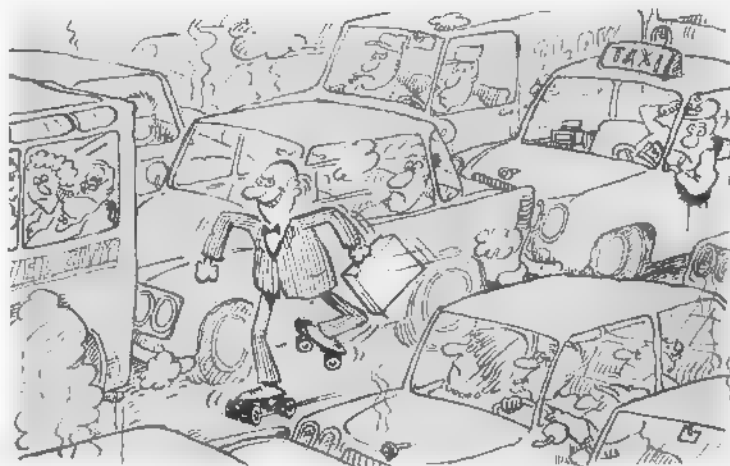
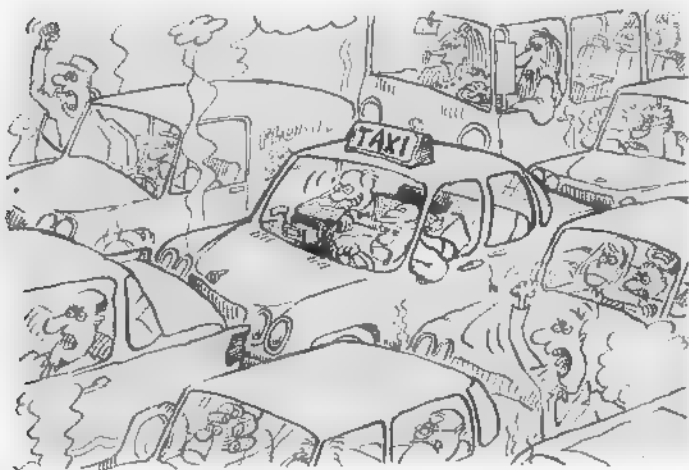




# SKATING

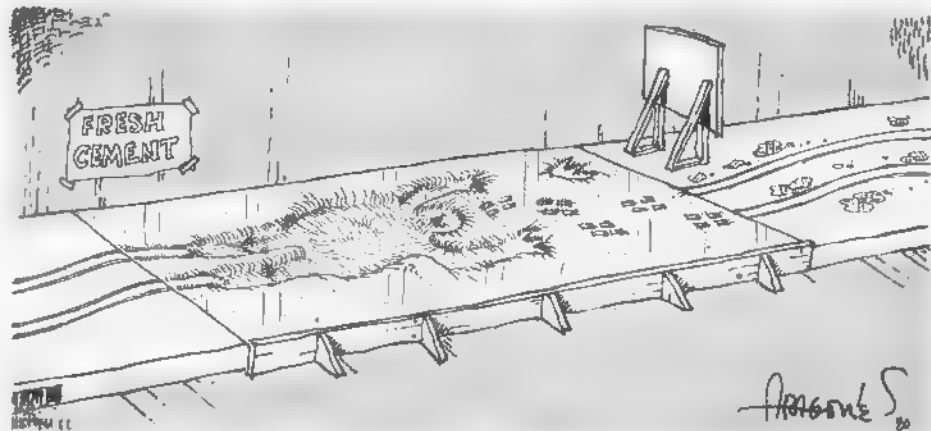
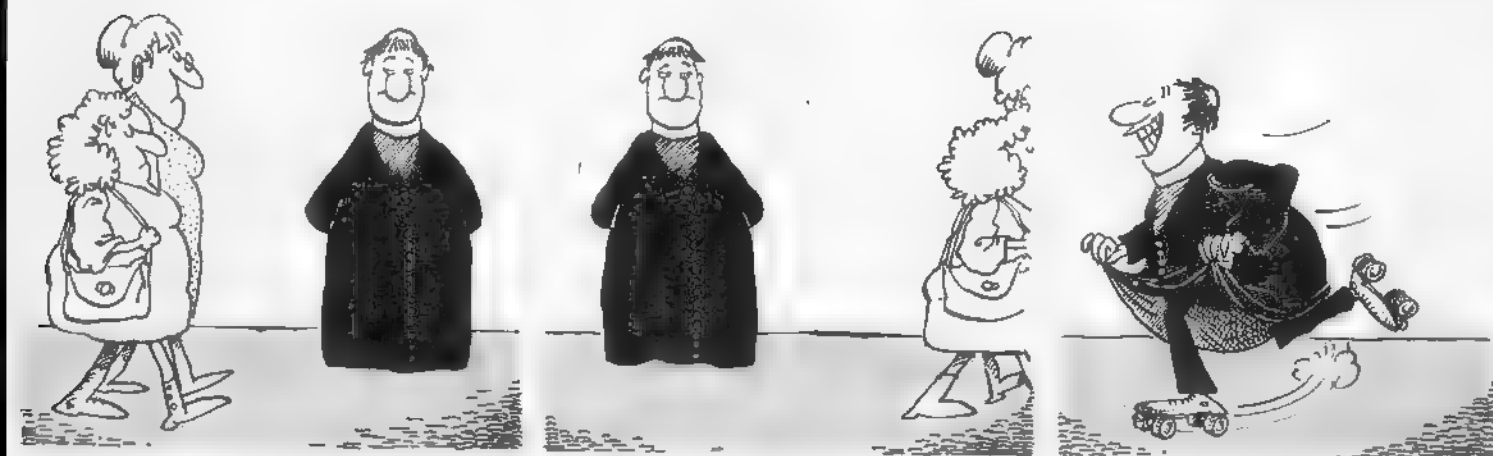
ARTIST & WRITER: SERGIO ARAGONES







**Alfred E. Neuman  
for President**



*Alfred E. Neuman*

# JUST ONCE, W



... find a Cop when you need one!



... spill coffee on a Waitress!



... yell at the Boss for being late!



... have a blind date turn out to be the girl of your dreams!



... and have her feel the same way about you!



... think of the perfect put-down the minute you need it, not two days later.



40 ... charge your Doctor for all the time you spent in his waiting room!



... hear some Medical news that's right up your alley!



... make a Repairman lose almost a whole day's work waiting for you!





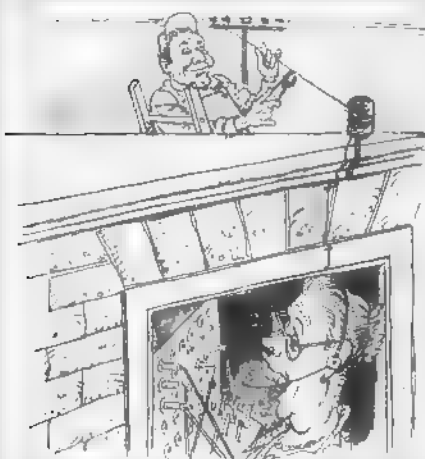
# COULDN'T YOU LIKE TO



... hear some encouraging news from the Government!



... get on the line that moves the fastest!



... cut off a Telephone Operator while she's talking to a friend!



... pass up a cab driver, leaving him standing outside in the rain!



... see a famous Designer wearing something with your name on it!!



... see a Cigar Smoker get deathly ill from the odor of your cologne.

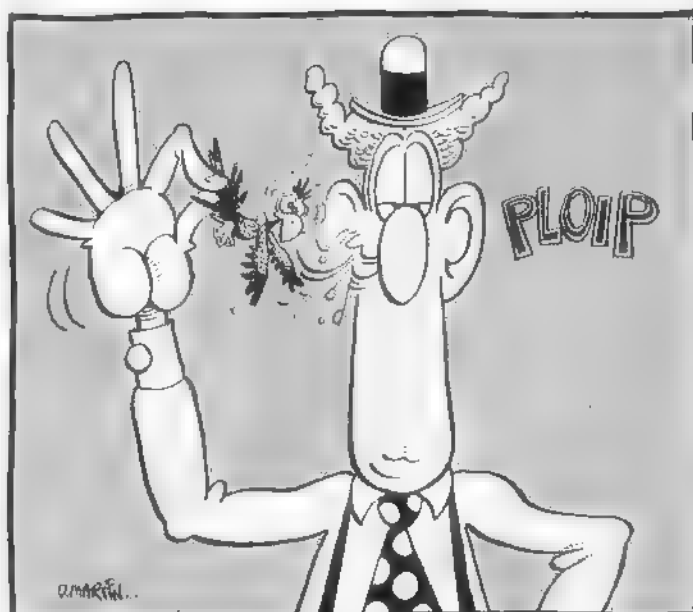


... ignore a Waiter who's in a big hurry.



... be the person they call to ask what you think of the show that's on the TV!

# ONE FINE DAY ABOUT TWO WEEKS AGO



Ever since Television became the national pastime, there have been shows featuring advice-giving Fathers like "Eight Is Enough" and shows featuring Private Eyes like "Barnaby Jones." But several years ago, some creative TV Producer got the brilliant idea to combine these two tiresome formats into one show! The results... All we can say is, "ONE is enough!" You'll see what we mean with our version of:

# THE CROCKFORD FILES

This is Jam Crockford!  
I'm not at home right  
now! Leave your name  
and message, and I'll  
get back to you...

Thanks for letting  
me know you ain't  
home, Crockford!!  
I'll be right over  
to rip off your pad!

Jammy, I'm ashamed of  
you! Jus' look at this  
mess! I tol' you, when  
you have friends over,  
play outside! Gol-ly,  
what's a Father t'do?!!

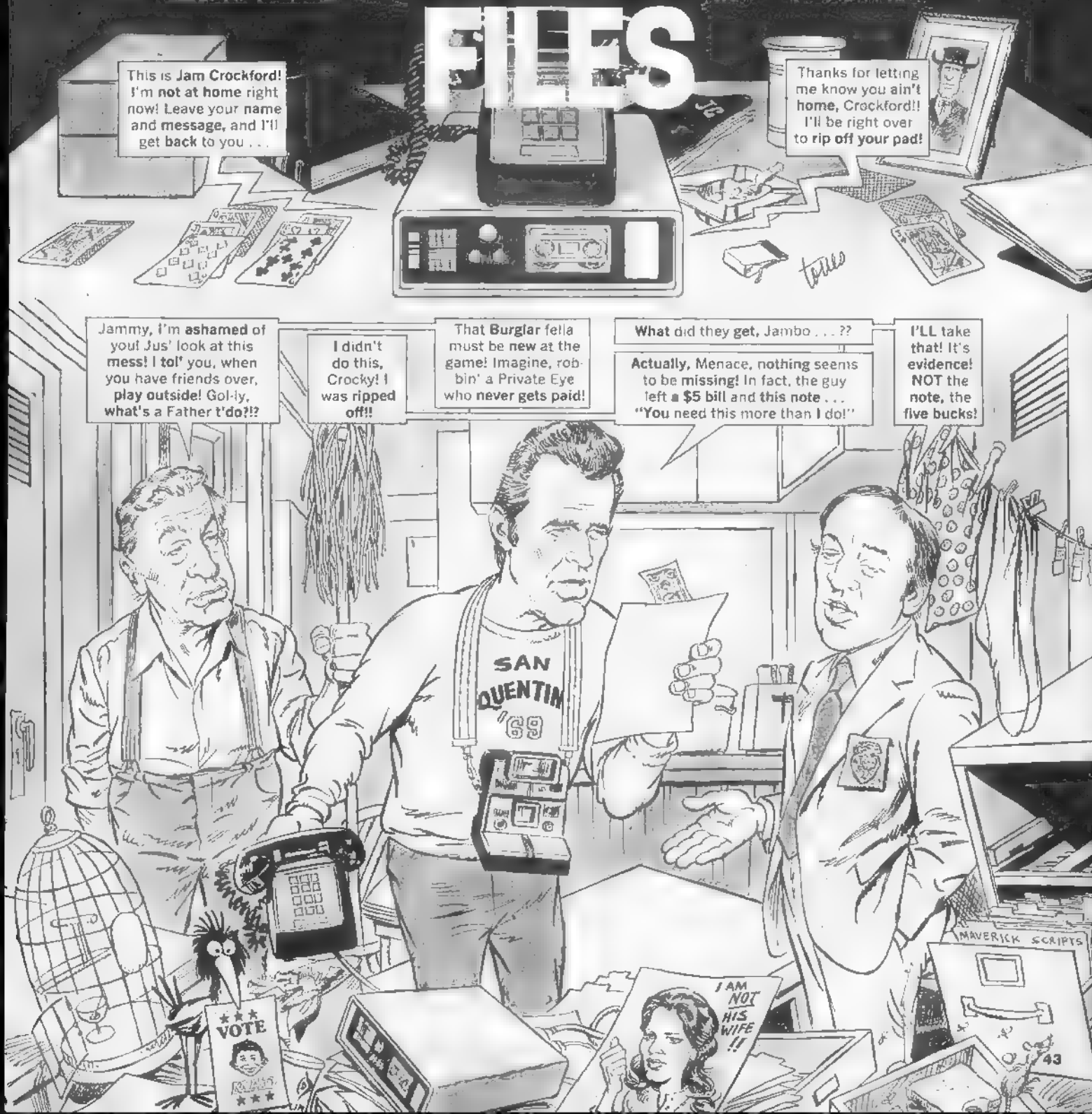
I didn't  
do this,  
Crocky! I  
was ripped  
off!!

That Burglar fella  
must be new at the  
game! Imagine, rob-  
bin' a Private Eye  
who never gets paid!

What did they get, Jambo...??

Actually, Menace, nothing seems  
to be missing! In fact, the guy  
left a \$5 bill and this note...  
"You need this more than I do!"

I'LL take  
that! It's  
evidence!  
NOT the  
note, the  
five bucks!





Sonny!!  
Look  
who jus'  
came in  
the back  
door!!

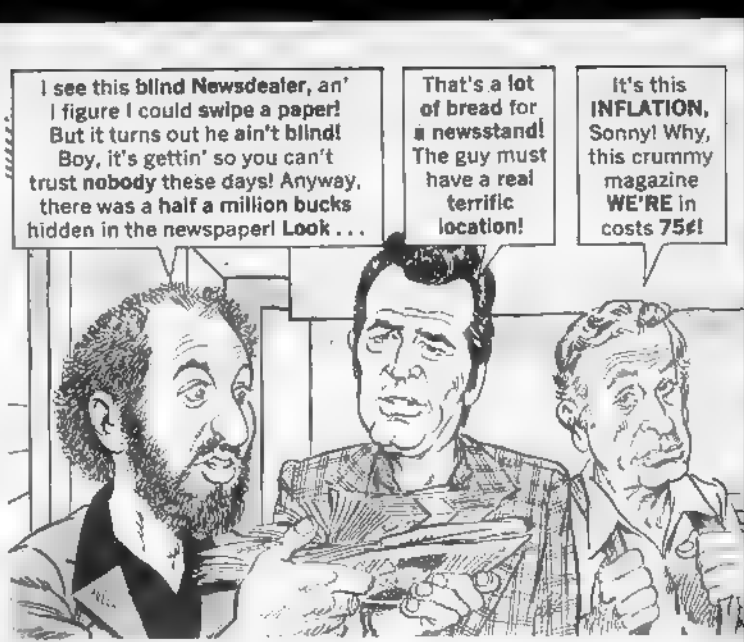
Dad,  
I  
don't  
HAVE  
a back  
door!

Sorry about that,  
Jammy, but I was  
afraid they might  
be watchin' the  
front door . . . !

Who are "they", Angle?

The "Mob" . . . probably  
the "Feds" . . . and some  
guy with a seeing-eye  
dog! They're after me!

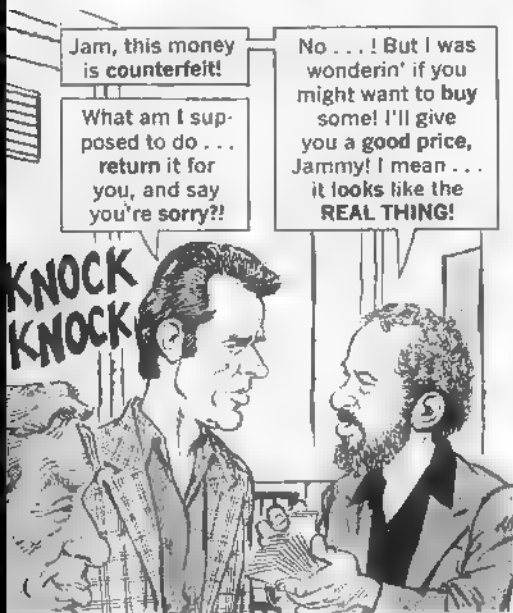
**CRASH!!**



I see this blind Newsdealer, an'  
I figure I could swipe a paper!  
But it turns out he ain't blind!  
Boy, it's gettin' so you can't  
trust nobody these days! Anyway,  
there was a half a million bucks  
hidden in the newspaper! Look . . .

That's a lot  
of bread for  
a newsstand!  
The guy must  
have a real  
terrific  
location!

It's this  
INFLATION,  
Sonny! Why,  
this crummy  
magazine  
WE'RE in  
costs 75¢!

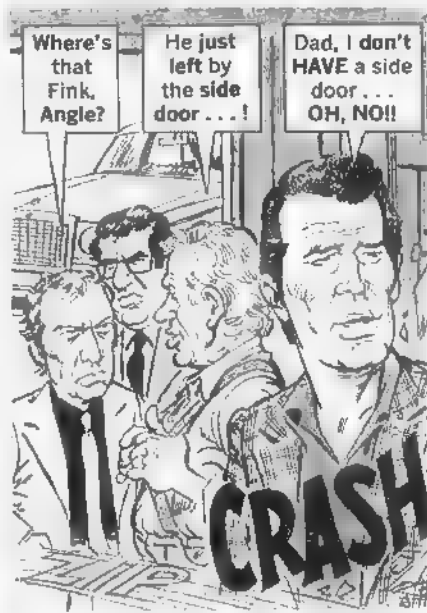


Jam, this money  
is counterfeit!

What am I sup-  
posed to do . . .  
return it for  
you, and say  
you're sorry?!

No . . . ! But I was  
wonderin' if you  
might want to buy  
some! I'll give  
you a good price,  
Jammy! I mean . . .  
it looks like the  
REAL THING!

**KNOCK  
KNOCK**

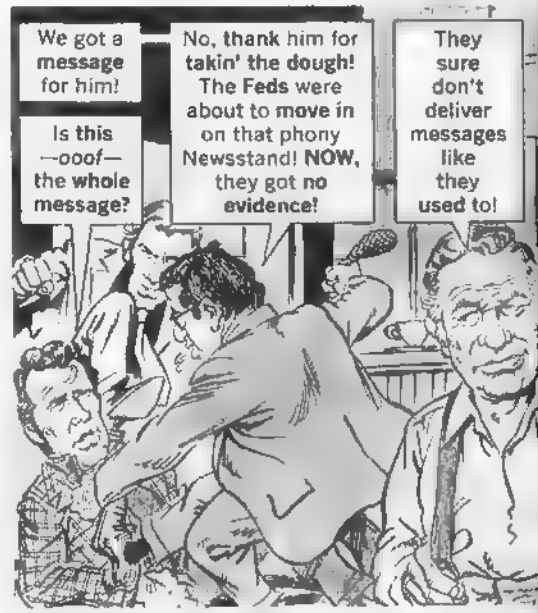


Where's  
that  
Fink,  
Angle?

He just  
left by  
the side  
door . . . !

Dad, I don't  
HAVE a side  
door . . .  
OH, NO!!

**CRASH**



We got a  
message  
for him!

Is this  
—ooof—  
the whole  
message?

No, thank him for  
takin' the dough!  
The Feds were  
about to move in  
on that phony  
Newsstand! NOW,  
they got no  
evidence!

They  
sure  
don't  
deliver  
messages  
like  
they  
used to!



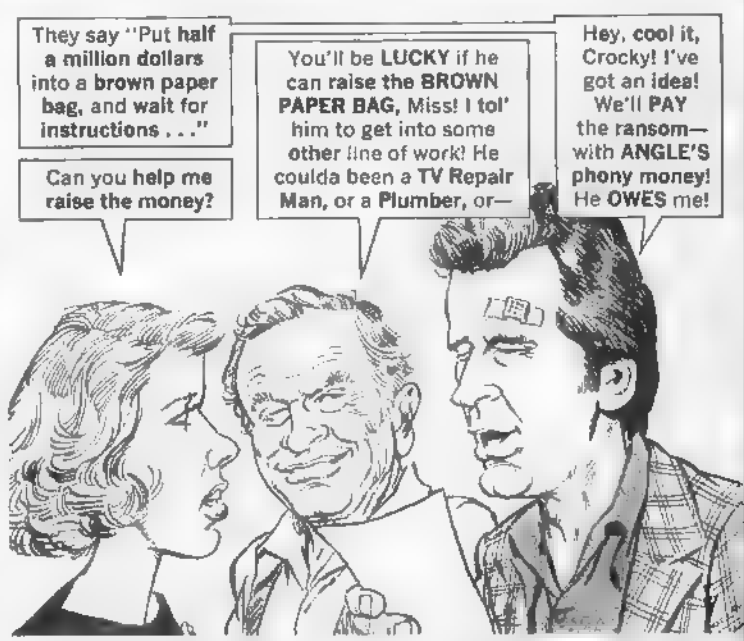
Mr. Crock-  
ford . . . I  
want you  
to find  
my Sister!  
I THINK  
she's been  
kidnapped!

Miss, I'm sure she  
wasn't kidnapped! A  
lot of people just  
go away for a few  
days to sort things  
out, to try to find  
their identities!

There's  
a LOT  
of that  
goin'  
aroun'—  
especially  
on TV!

Oh . . . you're  
probably right!  
I feel better  
already! But,  
this RANSOM  
NOTE still  
bothers me  
a little . . . !

**ORIGINAL  
CAST**



They say "Put half  
a million dollars  
into a brown paper  
bag, and wait for  
instructions . . ."

Can you help me  
raise the money?

You'll be LUCKY if he  
can raise the BROWN  
PAPER BAG, Miss! I tol'  
him to get into some  
other line of work! He  
coulda been a TV Repair  
Man, or a Plumber, or—

Hey, cool it,  
Crocky! I've  
got an idea!  
We'll PAY  
the ransom—  
with ANGLE'S  
phony money!  
He OWES me!





Am I glad I found you, Angle!  
I want your counterfeit money!

It's ALL YOURS, Jammy! I've gone LEGIT! Yes sir... you are lookin' at the NEW Angle Moron... VICE PRESIDENT of the SAN ANDREAS FAULT LAND DEVELOPMENT CORPORATION!!

How did you get to be Vice President?

I answered an AD! They was lookin' for an Executive with no experience and a low IQ!

It's a fantastic job, Jammy! Man, I got this office, and I sit at a desk and I sign papers and I take a lot of "physicals"! See, I'm what they call a "Key Personnel", so they keep takin' out these INSURANCE POLICIES on me... ten million bucks worth so far!

Angle, it sounds like a SET-UP! They're going to KILL YOU for the INSURANCE!

Yeah? You think I should QUIT?

No... but how about taking out ANOTHER POLICY and naming ME the beneficiary!

ANGLE... WATCH OUT!!

CLOONK

UPPER PLATE 27014  
LOWER PLATE 27014

You okay, Jammy?

I guess so! See that?!? They were trying to get you, Angle!

Don't be silly, Jammy! You jus' gotta be more careful where you walk!

ANGLE! We're in the LOBBY!!

Now, this, Jammy, is my private eleva—Jammy??

YAA

Alfred E. Neuman  
★ for ★ President!

It mus' be out of order!  
Come on, we'll walk up!

Angle, don't you see? They're trying to KILL YOU!!

Jammy, you're gettin' paranoid! Why don't you go into my private John and freshen up! Man, I used to think that Executives went to the John like everyone else... but they don't! I mean, I got me a soft seat and a gold handle...

BAM!

Jammy, what'd you DO?! You RUINED my whole Executive John! I mean . . . no kiddin', Man . . . you sure take advantage of a fella's hospitality!



I wish you wouldn't go aroun' like that, Sonny! I don't want people t' think I brought you up t' be a Hippie . . . !!

Oh, put a cork on it, Crocky! Any messages?



Yeah, Rita called an' said she's not free tonight, but she's reasonable! And the kidnappers called an' said to be at the phone booth on First and Elm at 7:00 P.M.!

Miss, will you get out of there?!? I'm expecting a very important call . . . !

Angelo, there's a suspicious looking man hanging around outside!

Keep talking, Honey! I'll be right there!!



And that's only a SAMPLE of what you'll get if you ever bother my lady again, Creep!

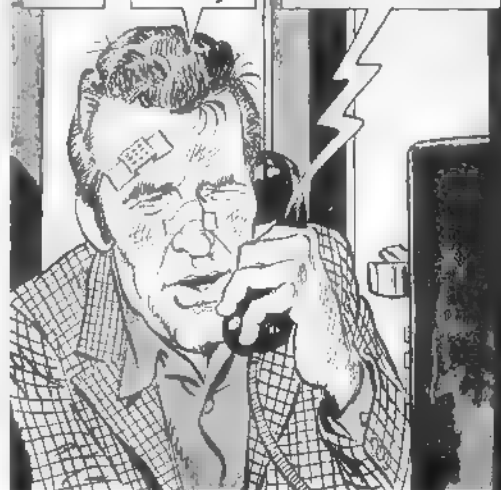
Yeah, you pervert!



You're late, Crockford!

I'm sorry! There was this lady—

Get broads on your own time! Now, go to the phone booth on Main and Third!



Modern-day kidnappers will just have to find a NEW way to communicate! Who ever heard of TWO phone booths in working order?!



You got the money, Crockford?

No way!! Give us the money, and you get the girl!

I don't trust you! Listen, I'll throw the money down that ravine at the count of three . . . and you let the girl go . . . okay? One . . . two . . .

Give me the girl FIRST!



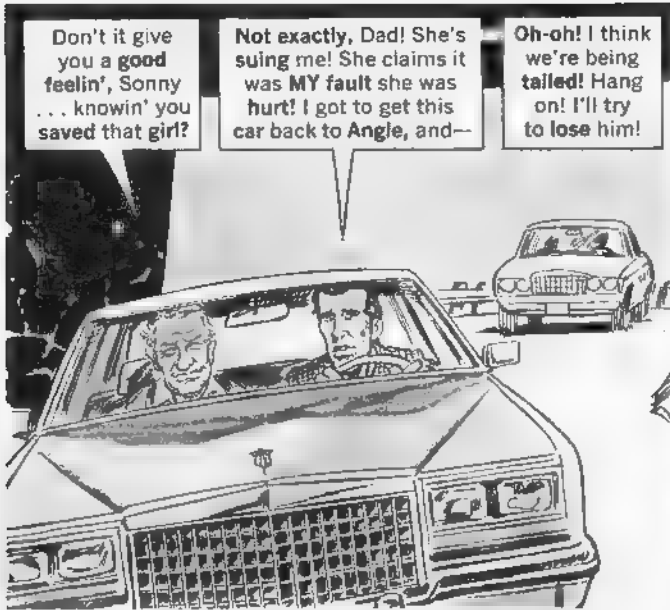
THREE!!



Are you all right?

I was fine, until you rescued me!!





Don't it give you a **good feelin'**, Sonny ... knowin' you saved that girl?

Not exactly, Dad! She's **suing me!** She claims it was **MY** fault she was hurt! I got to get this car back to Angle, and--

Oh-oh! I think we're being **tailed!** Hang on! I'll try to lose him!

You better go see a shrink, Sonny! You're gettin' **hemorrhoid!**

The word is **"PARANOID"**, Dad ...

Whatever! That guy behind us is haulin' fruit, 'cause he jus' **threw a pineapple!**

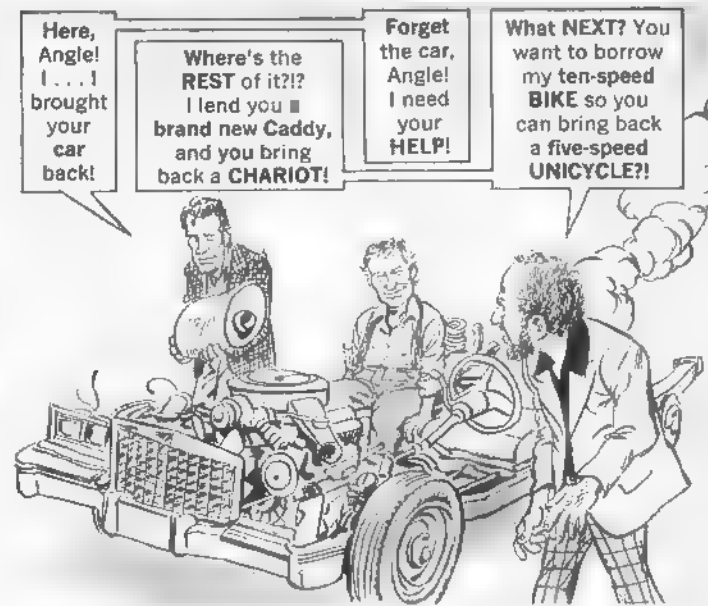
That's no pineapple, Dad! That's a ...



... a **grenade!**

Lucky f'r us, Angle has **front-wheel drive!**

**Alfred E. Neuman for President**

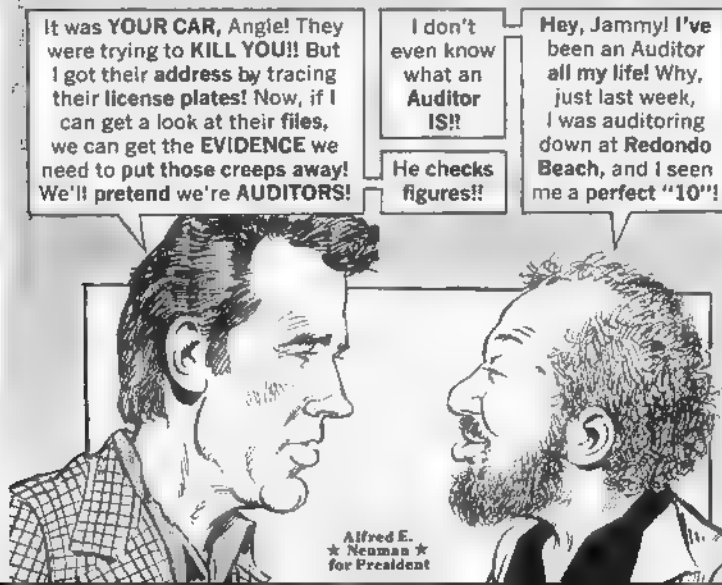


Here, Angle! I ... I brought your car back!

Where's the **REST** of it?!! I lend you a brand new **Caddy**, and you bring back a **CHARIOT!**

Forget the car, Angle! I need your **HELP!**

What **NEXT?** You want to borrow my **ten-speed BIKE** so you can bring back a **five-speed UNICYCLE?!**



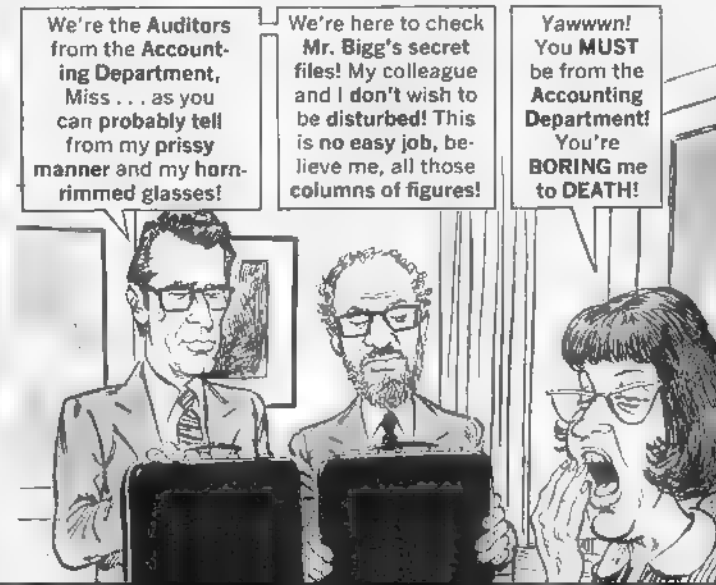
It was **YOUR CAR**, Angle! They were trying to **KILL YOU!!** But I got their **address** by tracing their **license plates!** Now, if I can get a look at their **files**, we can get the **EVIDENCE** we need to put those creeps away! We'll pretend we're **AUDITORS!**

I don't even know what an **Auditor IS!!**

He checks **figures!!**

Hey, Jammy! I've been an Auditor **all my life!** Why, just last week, I was auditing down at **Redondo Beach**, and I seen me a perfect **"10"!**

Alfred E. ★ Neuman ★ for President



We're the **Auditors** from the **Accounting Department**, Miss ... as you can probably tell from my **prissy manner** and my **horn-rimmed glasses!**

We're here to check **Mr. Bigg's secret files!** My colleague and I don't wish to be **disturbed!** This is no easy job, believe me, all those **columns of figures!**

Yawwwn! You **MUST** be from the **Accounting Department!** You're **BORING** me to **DEATH!**



Gee, Jammy, this playing Auditor is almost as much fun as playing Doctor! Hey—will you look at that . . . ?!

Wow! Here it is, Angle . . . ! The proof that they hired you so they could kill you and collect the Insurance!!

And, in one of those familiar TV plot coincidences, they're the SAME gang that kidnapped the girl! They used the ransom money to pay all the Insurance premiums!

That's RIGHT! And now, we're gonna take you two for a RIDE!

Hey, you wouldn't wanna take ME for a ride! I mean, I get CAR SICK! You wouldn't want me barfing all over your nice new Lincoln, wouldya?

Relax, Angle! The Cops will be coming through that door any minute now! I told Crocky to put in a call to them if we weren't out of here in five minutes!

Yeah? Well, where ARE they? We have been here for FIFTEEN minutes ALREADY!



Okay, drop those guns!

It's about time, Menace! What took you so long?

Crocky didn't give me your message until after we'd been talking for about fifteen minutes or so!

I jus' couldn't help it! We was havin' such an interest-in' conversation! Menace was sayin' all them Cop things, like "perpetrator" an' "ten-four!" Y'know how time flies when y'r having fun, Sonny!

An' speakin' of havin' fun, Sonny, I rented us a cabin in the woods! We're goin' fishin'! Jus' us, an' Nature for a whole month! We can fish an' talk, and I'll give you advice an' say folksy things, an' there won't be another livin' soul aroun' for miles, except Angle . . .

I'm comin', too, Jammy! And I'm bringin' my over-sized portable radio with the huge speakers! Man, we're gonna have us a ball!



Uhhhh . . . sorry, fellas! I can't go! I'm a WITNESS! Right, Menace . . . ? I can't leave town!!?

No, you're free to go, Jambo!

ARREST ME, Menace! I passed counterfeit money in that ransom drop! You have to throw me in jail! Listen . . . I KNOW my RIGHTS!

Forget it, Crockford! Have a nice vacation!

An' at night we'll sit aroun' a roarin' fire an' play "Old Maid" . . . an' bob for apples . . . an' squeeze rolls of toilet paper . . . an'—

MENACE!! HELP ME!!

Don't that sound like Fun, Jammy . . . ?!





**WHAT'S THE  
BEST WAY  
TO BECOME  
A MEMBER  
OF A CRIME  
ORGANIZATION?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD IN**

For years, you've been hearing all about the fabulous industry known as "Organized Crime", and you've probably wondered how one gets to join in on the fun. Well, merely fold in the page as shown and you'll soon have an answer!



**FOLD PAGE OVER LIKE THIS!**

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



**THOUGHTS OF A GOOD "FAMILY" MAN: I'VE FREE TO TAKE  
ANYTHING YOUR LITTLE HEART DESIRES, AND NEVER  
CAPITULATE TO HONEST DEALINGS, LIKE SOME ORDINARY FOOL**

ARTIST AND WRITER:  
AL JAFFEE

**GREAT FINANCIAL REWARDS AWAIT THOSE WHO MEET  
ELEMENTAL STANDARDS OF CRIMINALITY. ONCE INDUCTED  
INTO THE INNER CIRCLE, FEW WANT TO QUIT.**

**A**

**B**



**WHAT'S THE  
BEST WAY  
TO BECOME  
A MEMBER  
OF A CRIME  
ORGANIZATION?**



**FOLD PAGE OVER LIKE THIS!**

**A B FOLD BACK SO "A" MEETS "B"**

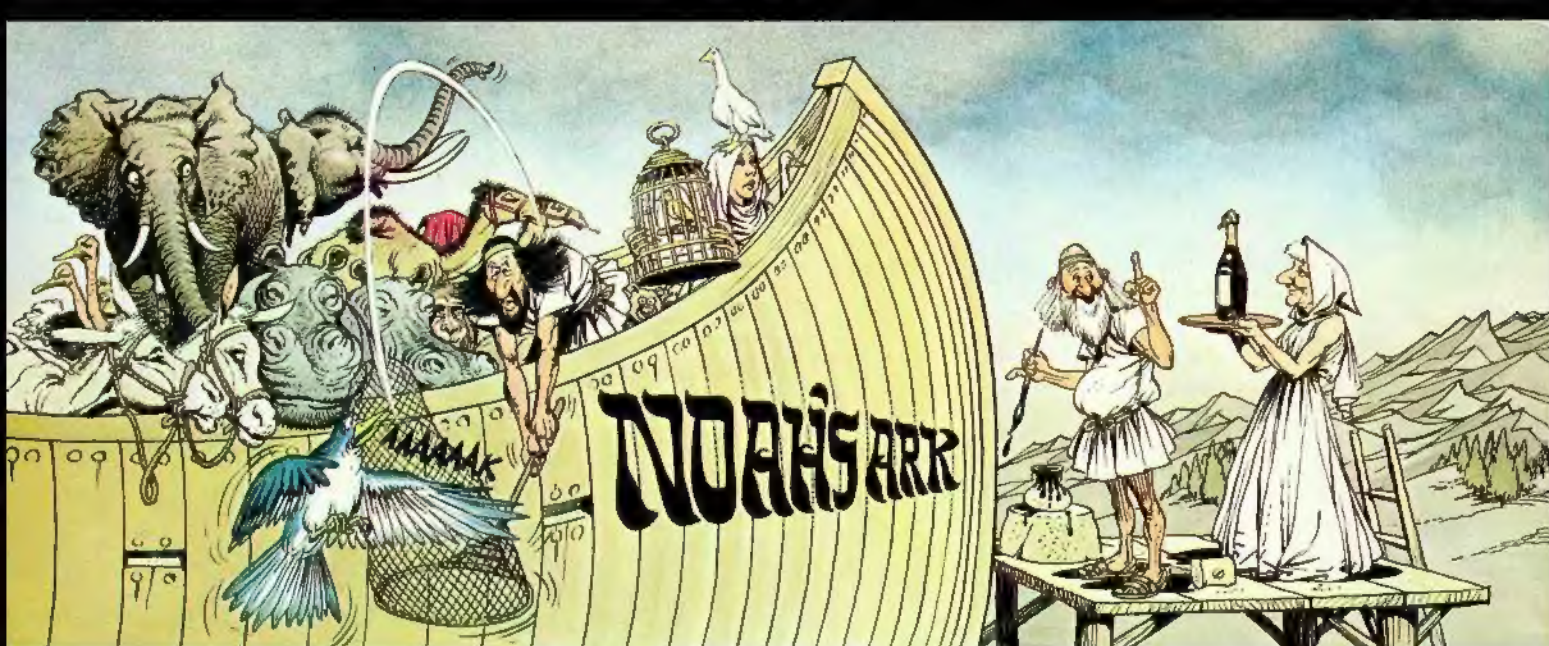


**ARTIST AND WRITER:  
AL JAFFEE**

**GET  
ELECTED**

**A B**





ARTIST: GEORGE WOODBRIDGE

WRITER: DAVE MANAK

